

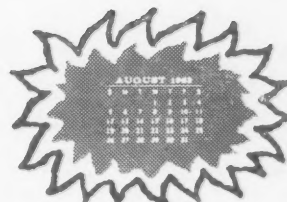
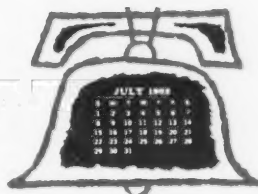
CLUB Management

November, 1961

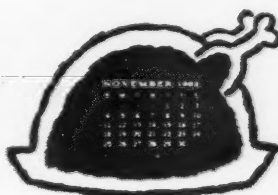
The National Magazine for Executives of Town and Country Clubs



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Is a Party Month



In This Issue: Party Ideas for Clubs



How to take the guessing out of giving

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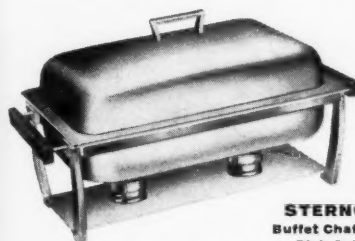
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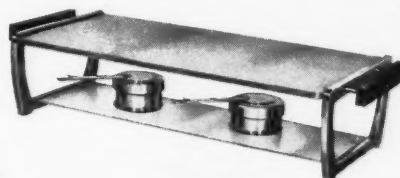
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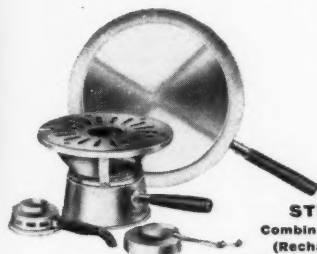
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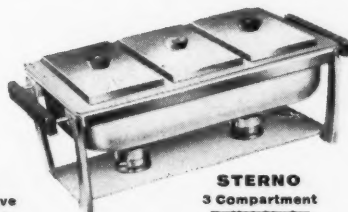
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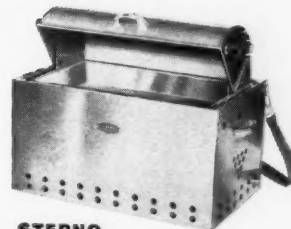
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November, 1961

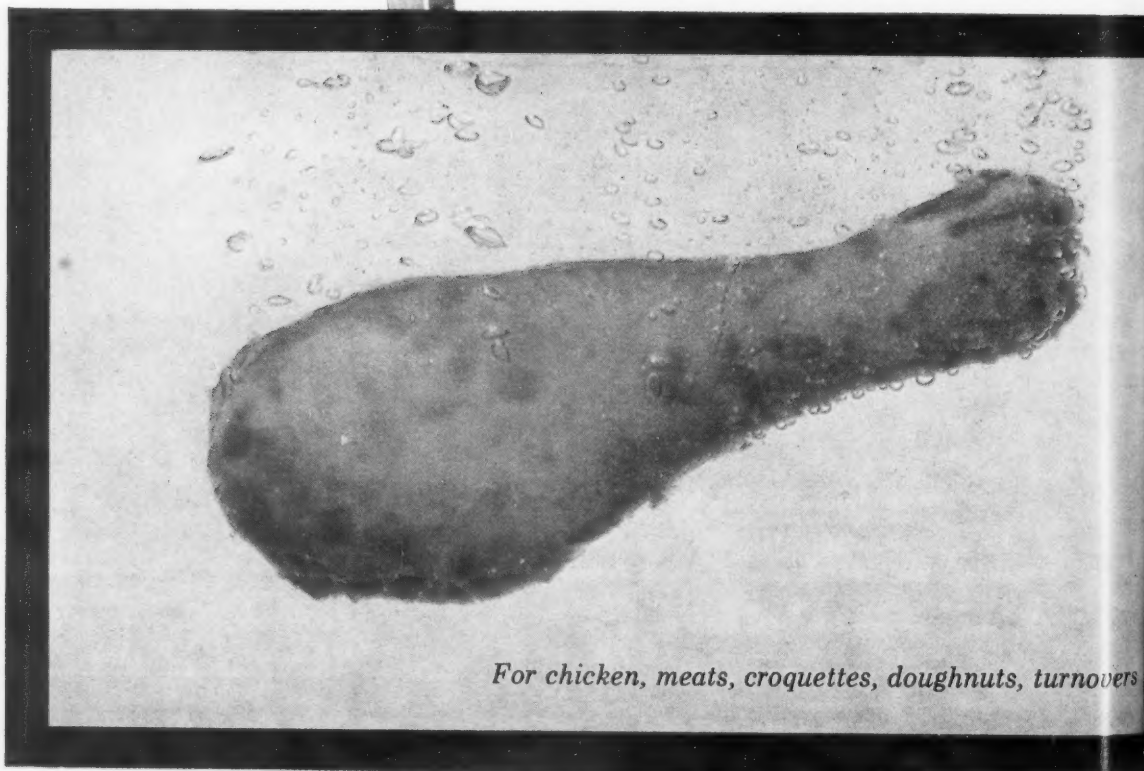
Vol. XI, No. 11



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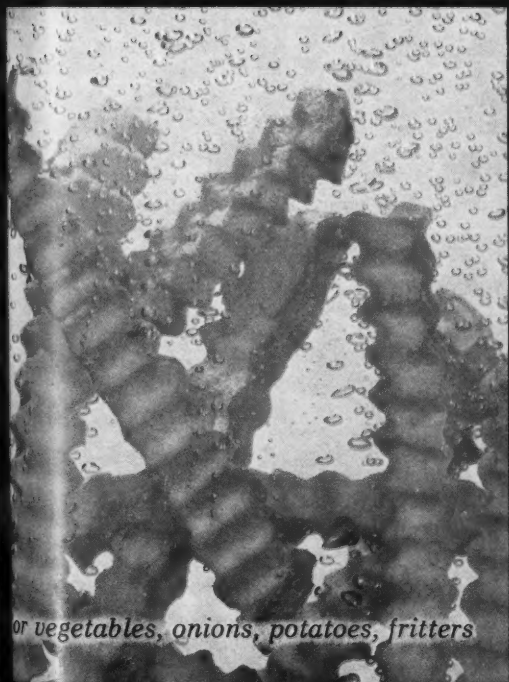
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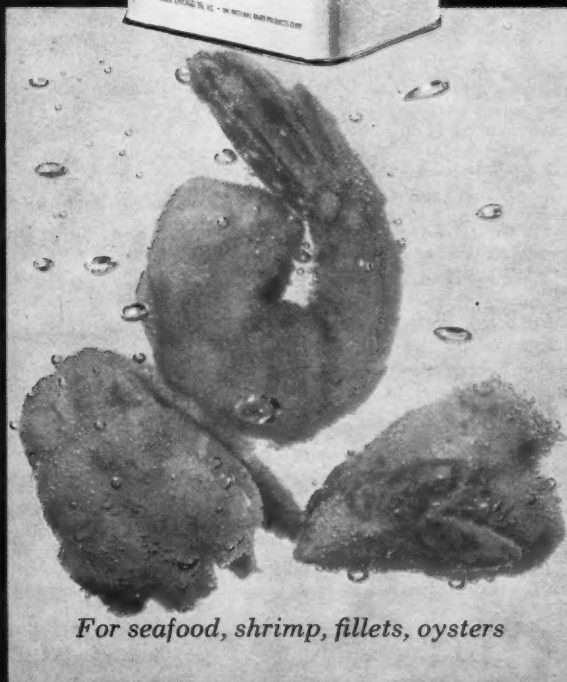
Kraft—for good food and good food ideas

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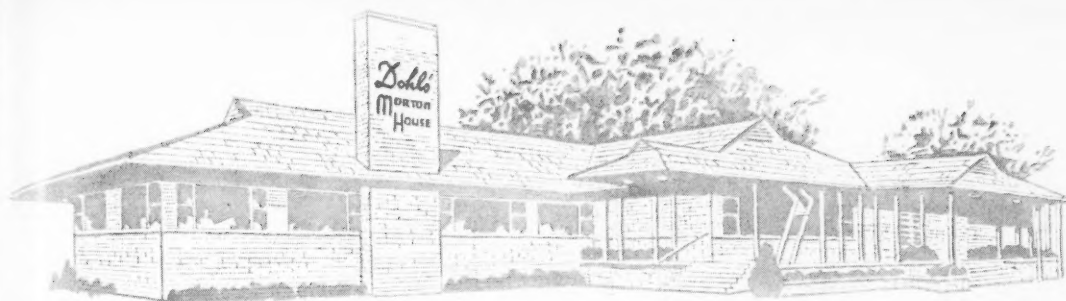
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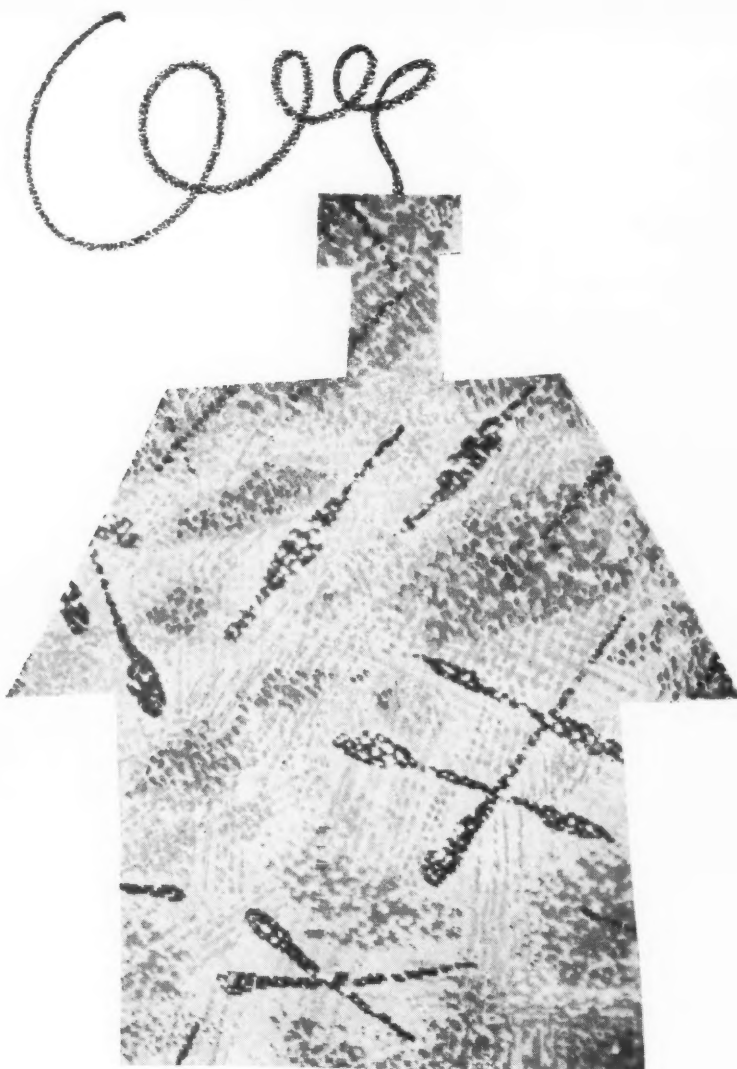
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In This Issue

The special editorial emphasis in this issue is, as the cover colorfully points out, on parties. And the articles have been specially selected and edited to give as much detail as possible so that you will be able to put on similar events in your own club.

There are a number of different types: Roman on page 22; Paris on page 24; Riviera on page 25; an entire winter schedule on page 26; Space Age on page 28; Night in Munich on page 30; a dancing party on page 34; and a card party on page 38.

Don't forget the department's this month. Harry Fawcett writes about Hawaiian food for Hawaiian parties on page 44, and Henry Barbour tells the story of the red wines of Burgundy on page 72, to name just two.

Coming Attractions

The future holds much in store for the CM reader. During the coming months we will put the editorial spotlight on a host of "how-to" operations by top club managers throughout the country.

Specifically, there will be features on how to build a top food business, how to use a photo album to increase special business, ideas for buffets, tips for bartenders, special sandwich ideas, and gourmet menus you can use.

In addition, special attention will be focused on personnel problems, hiring and firing, interviewing, employee relations and control of labor costs. A multi-page feature is being prepared on glassware—its purchase, display and handling.

Drink Competition

The American Society of Bar Masters has announced that more than 100,000 official entry blanks, which describe prizes, contain rules and include a self-mailing entry form, have been distributed in its 6th Annual Mixed Drink Competition.

Original drink recipes are screened by a panel of 42 judges, and Grand Finalist recipes are publicly taste-tested at the Grand Finals Judging, which will be held in New York City in early December. The Early Times Distillery Co., Louisville, Ky., is sponsor of the event.

*Conference Program
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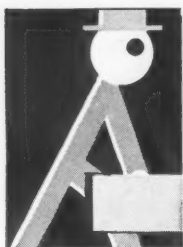
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TRUMPING THE CLUBS

Frank X. Cahill has been appointed general manager of the San Diego Athletic Club, succeeding William Myers.



Frank Cahill

Mr. Cahill, formerly the manager of La Jolla (Calif.) Country Club, reports that the San Diego A.C. is in the process of a remodeling program, to begin with the complete remodeling of the club's Sans Souci grill, one of "many" planned for the coming year.

Frank Perkis, charter member of the Ohio Valley Chapter of CMAA and manager of the Rocky Fork Hunt and Country Club for many years, died recently. Before going to Rocky Fork he had been manager of the Camarga Club, Cincinnati. He was a CMAA director in 1944, 1945 and 1946. He is survived by his wife Eileen.

Manager and Mrs. John Brennan (center) are flanked by "Ralph Edwards," (holding the microphone) and other club members of the "This Is Your Life" skit cast who helped celebrate "John Brennan Night" at the Birmingham (Mich.) Country Club recently.



The Wichita Country Club, where Josef Auerbach is manager, is undergoing remodeling and expansion in a program scheduled for completion in March, 1962. A new auto drive entry, a lobby and multi-purpose room seating more than 200 will be added to the club, while the private dining rooms and main lounge will be renovated and the main dining room re-designed.

The club also will feature a 40-seat men's grill and women's card room when work is completed. Cost of the project is estimated at \$500,000.

Don Nofs, manager of North Shore Country Club, Glenview, Ill., for the past nine years, has purchased the Beau Clair Motel at Deerfield Beach, Fla., and will take over management November 1.

Mr. Nofs reports that his motel was opened only two years ago and is on the route many delegates will take when going to Miami for the 1962 CMAA conference in Miami Beach.

Prior to his connection with North Shore, Mr. Nofs was manager of Audubon Country Club, Louisville, for six years.

Victor Chigas has announced that he will succeed Don Nofs as manager of North Shore Country Club, Glenview, Ill., assuming his new duties November 1. He has been manager of Rolling Green Country Club, Arlington Heights, Ill., for the past four years.



M. D. Stauffer

M. D. Stauffer, who recently celebrated his 45th anniversary as manager of the Akron City Club, has announced his retirement, effective December 31. He will be succeeded by long-time assistant manager, Sam Alois.

In a letter to the board of directors Mr. Stauffer stated that it was with "regret and great reluctance" that he expressed his desire to relinquish his duties.

Club president, Fred C. Pockrandt, stated that:

"There can be no doubt in the minds of our members concerning the outstanding job our revered manager has done for the Akron City Club, and I feel that I echo the feelings of all when I say that we are indeed grateful for having had him at the helm these past 45 years. I know all of us are together in wishing him a happy future."

John T. Brennan, manager of the Birmingham (Mich.) Country Club and CMAA president, and his wife, Helen, were honored recently at a surprise dinner party given by the club's members and board of directors. Officers of the Detroit Chapter and their wives were present as special guests.

Following dinner, 250 members, guests and their wives gathered in the ballroom, set up as a theater with a stage, footlights and "all the trimmings," to do a take off on the "This Is Your Life" program with Mr. Brennan as the subject.

"Amid much fanfare," the club's entertainment chairman, James Boyle, introduced "Ralph Edwards," who took Mr. Brennan back through his past, introducing many surprise guests played by other club members.

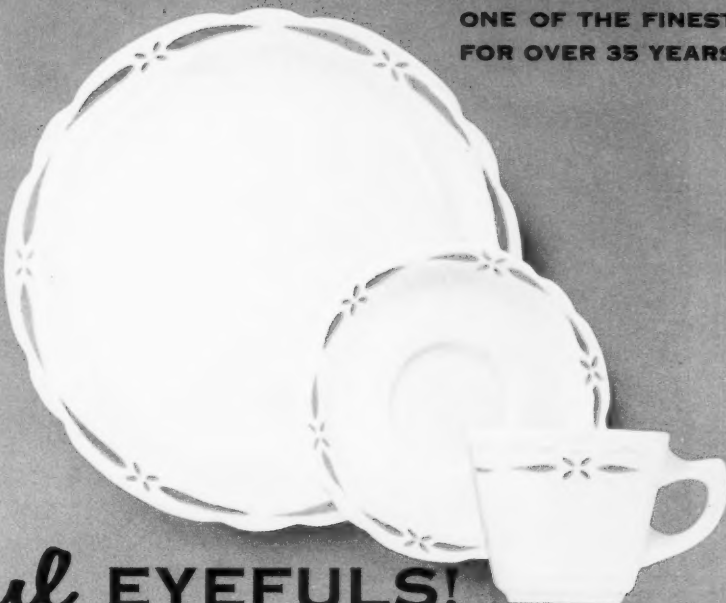
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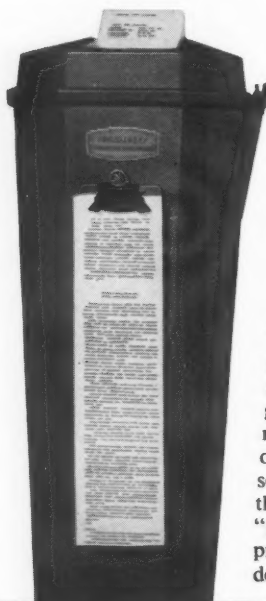
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John T. Brennan, manager of the Birmingham (Mich.) Country Club and president of CMAA, holds a sterling silver tray presented to him by the members and board of directors of the club at the recent "John Brennan Night" party. Looking on (left) is the club's president, Roland Nelson, who made the presentation.

telegrams were read from members who could not be present wishing Manager Brennan congratulations. Raymond Maguire, club pro, gave Mr. Brennan a portable tv set from the club staff, and club president, Roland Nelson, presented Mr. Brennan with an inscribed sterling silver tray commemorating the evening. Mrs. Brennan was then presented with a bouquet of long-stemmed American Beauty roses.

Mr. Brennan expressed his sincere thanks to all the members on behalf of himself and Mrs. Brennan. The ballroom was then cleared and the rest of the evening was spent dancing and enjoying a party that will be "long remembered."



Larry Koen

The Fort Rucker (Ala.) Officer's Open Mess, where Larry Koen is manager, recently won the Coffee Brewing Institute's Golden Cup Award. Although the award has been presented to about 600 food service establishments throughout the world, the Fort Rucker Officer's Open Mess is said to be the first military club to win a Gold Cup. Past recipients include two clubs in Florida formerly managed by Koen.

William R. Reich, manager of the Beach Club in Greenwich, Conn., and

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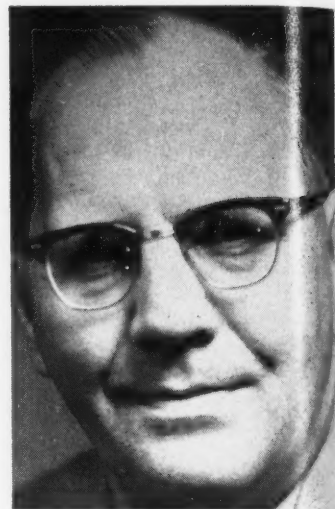
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owner of the Huntington Apartments in Delray Beach, has invited his fellow club managers to spend their vacations before or after the conference in beautiful Delray Beach, 17 miles south of Palm Beach. For details write him at 50 Gleason St., Delray Beach, Fla.



A. F. Denise

A. F. Denise has been appointed general manager of the Pine Brook Country Club, Winston-Salem, N. C., and has supervised the final phases of a \$200,000 improvement program which included a new ballroom and kitchen, locker rooms, pro shop and complete renovation of the older sections of the clubhouse.

Mr. Denise reports that **Mac Bridges** has been appointed club professional, and **Mr. and Mrs. Manual Ignacio**, steward and assistant manager and hostess respectively.



E. Staley Martin

E. Staley Martin has been appointed manager of the Bahamas Country Club.

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and Nassau Golf Club by the trustees of the Sir Harry Oaks Estate. Mr. Martin reports that about 700 members from the U.S.A., Canada and Britain belong to the Bahamas Country Club in addition to a percentage of local residents.

The club has 60 furnished and air conditioned rooms, an 18-hole golf course, tennis courts and a bathing beach which extends for about 1000 feet directly in front of the club.

Mr. Martin was formerly manager of the Breakers Club in Palm Beach and has managed clubs in New York state and Connecticut.

Ara Daglian has been appointed general manager of the Cornell Club of New York, and Mrs. Marion O'Sullivan, acting manager, and Joseph O'Sullivan, office manager, have been appointed assistant general manager and comptroller, respectively.

Mr. Daglian is a 1957 graduate of the Cornell School of Hotel Administration, and previously Columbia College. He has held positions with the National Arts Club and the Hotels Plaza and Statler, all in New York, and the Westwood Country Club, Cleveland.

The Cornell Club, which is presently located in the Barclay Hotel, plans to

move to new quarters at 155 East 50th St. when they are ready for occupancy in December, 1962.



W. C. Myers

W. C. (Bill) Myers has resigned as general manager of the San Diego Athletic Club to become general manager of the Elks Barbara Worth Country Club and Elks Town Club, El Centro, Calif.

A new clubhouse and improvements to the golf course are being completed by the club at an expenditure of more than \$500,000. The new facilities will include a men's grill and card room, a main dining room overlooking the pool, a cocktail lounge, ball room to seat 700, private banquet rooms, men's and women's locker rooms, pro shop and cart storage, steam rooms, bath and massage, olympic sized swimming pool, children's playground and new greens for the 18-hole golf course.

Richard Means, former manager of the River Roads Country Club, Louisville, has accepted a position as manager of the Churchill Inn, Louisville. A member of the Ohio Valley Chapter of CMAA, he writes that, "though I am in a different field now, I hope to retain my membership in CMAA and keep in touch with the many friends I've known through the Association."

C. Henry "Larry" James, manager of the Country Club of Birmingham (Ala.), informs us that his club has voted to undertake an improvement and expansion program at a cost of \$600,000.

The addition of a new wing to include a tap room, new dining facilities and a terrace is planned with the present tap room to be converted to a teen age room. Other developments involve



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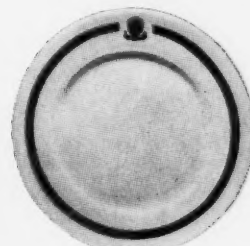
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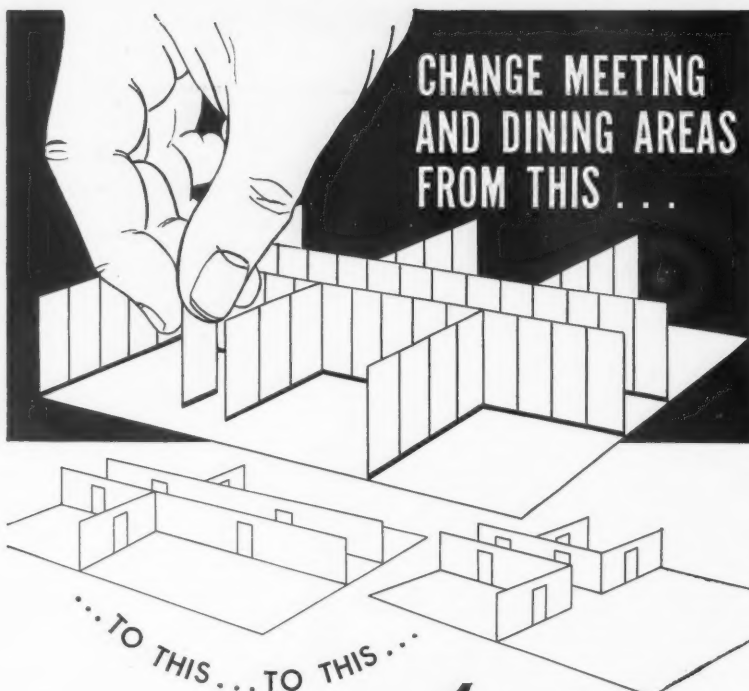
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complete modernization of the living room, dining room, women's lounge and men's grill.

The men's and women's locker rooms and a new pro-shop have just been completed at a cost of \$130,000.



Donald K. Jackson

Donald K. Jackson has been appointed general manager of the Eugene Country Club, Eugene, Oregon. A member of CMAA and a 1957 graduate of Washington State University's School of Hotel and Restaurant Management, Mr. Jackson had been assistant manager of the club for the last 11 months.

The club recently has completed an extensive remodeling program. New facilities include a dining area, "The Tee Room," a cocktail lounge, "The Tee Cup," a terrace overlooking the golf course, and a pool-side cafe.

The Pfister Club, a new private club on the roof of the Pfister Hotel, Milwaukee, has recently been opened. The 5000-square-foot club facilities include a cocktail lounge, terraced dining room on multi-levels, a steak room with open hearth and two glass-walled card rooms. Outside the club is a 20,000-square-foot patio enclosed by a 12-foot high glass wall to keep out winds. A private elevator provides express service to the club rooms. Cost of the project is estimated at more than \$100,000.

Lamar Ham, Jr., manager, reports that "The Club," Birmingham, Ala., recently held a week-long celebration marking its tenth anniversary.

Mr. Ham writes that, "within ten brief years we have paid off all of the old indebtedness (\$400,000), retired all of the bonds (\$200,000), spent \$140,000

(Continued on page 78)

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You can make news with new *tomato-fried chicken*

*A rosy-brown surprise
that tastes as good as it looks ...
when it's deep-fried in
Heavy-Duty MFB*



BASIC TOMATO SAUCE BATTER

Season chicken with salt and pepper. Steam about 20 minutes. Cool. Coat with batter and deep fry until rosy-brown in Heavy-Duty MFB at 350°.

| INGREDIENTS | AMOUNT |
|---------------------|--------------|
| Eggs | 4 |
| Salt | 1 tablespoon |
| Pepper | 1/2 teaspoon |
| Sugar | 1 tablespoon |
| Hunt's Tomato Sauce | 1 quart |
| Flour | 3 cups |

For California Special—add 1 tablespoon finely grated orange peel. Serve with avocado and lemon slices.

For Devil-Fried—add 2 tablespoons Worcestershire sauce, 1 teaspoon dry mustard, 1 teaspoon liquid pepper seasoning.

BASIC TOMATO SAUCE DIP FOR BREADING

Steam seasoned chicken about 20 minutes. Cool. Lightly flour, place in Tomato Sauce Dip, and coat with breading. (Tomato sauce takes the place of water, milk or egg wash.) Deep fry until rosy-brown in Heavy-Duty MFB at 350°.

| INGREDIENTS | AMOUNT |
|---------------------|--------------|
| Hunt's Tomato Sauce | 1 quart |
| Salt | 1 tablespoon |
| Pepper | 1/4 teaspoon |

The Basic Tomato Sauce Dip alone is simple and delicious. Or you may decide that one of these lightly seasoned variations will give extra eating pleasure.

Piquant—Add 1 teaspoon crumbled basil, 1 teaspoon dry mustard.

Majorca—add 2 teaspoons crumbled tarragon.

Sunburst—add 1 teaspoon celery seed, 1 teaspoon onion powder.

Calcutta—add 1 teaspoon curry powder.

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- The secret of distinctive fried chicken is no further away than your storeroom shelf. Tomato sauce and a little deft seasoning give fried chicken rich new color, appetizing taste and natural customer appeal.
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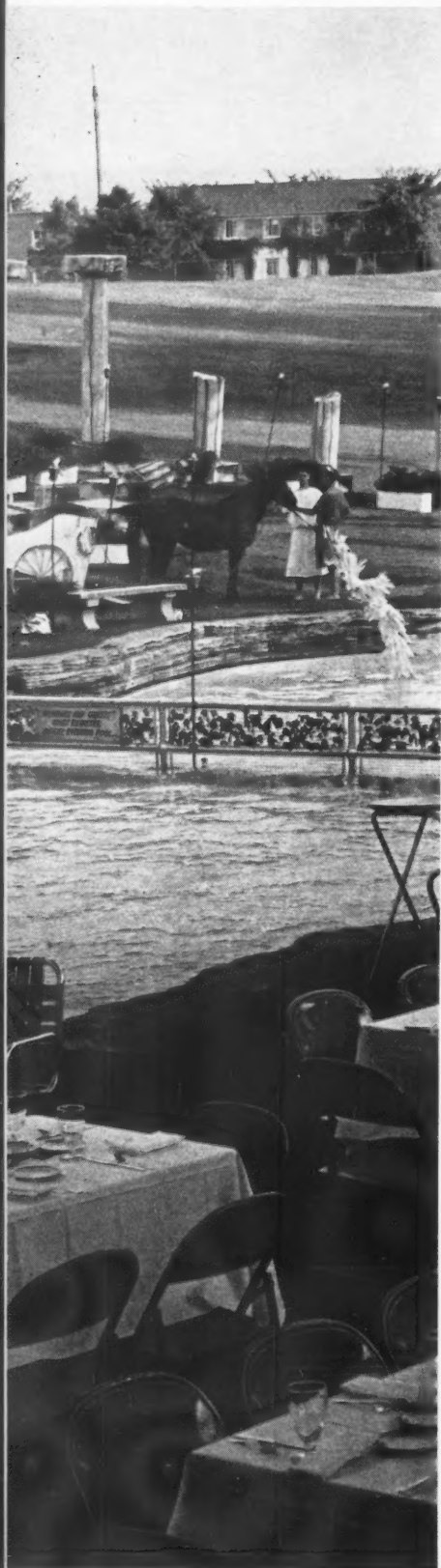
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How We Staged A Roman Party

By E. J. Ehmann, Manager

Wakonda Club
Des Moines

The splendor of old Rome in the days of the Caesars was recaptured recently when, after months of planning by both members and staff, the Wakonda Club staged a spectacular "Roman Holiday" party.

In order to carry out the theme authentically, it was necessary to do a considerable amount of research. From books in the library we learned about feasts of the day, the clothing worn and the equipment and decorations used.

From one of our local factories we purchased corrugated cardboard 20 feet long by seven feet wide. These were

rolled into cylinders then sprayed with a flat white paint and sprinkled with white sand. Large, square blocks were formed, painted and sprinkled with sand in the same way, and were then used as the bases and tops of the columns formed by the cylinders.

To support the cylinders we used 16 four by four wood timbers 20 feet long, which were sunk four feet in the ground. The cardboard was wrapped around these and stapled at the back. The result: Magnificent columns standing across the pool, reminiscent of the ruins of the Colosseum in old Rome.

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Along the same side of the pool we placed Roman sand urns which we had rented for the evening. They were filled with multi-colored gladiola and chrysanthemums. And from our local seed house we got a considerable number of Fitzers to add shrubbery to the scenery around the pool. We also illuminated our white concrete pool benches by torches so that they looked like marble.

One of our local manufacturers constructed a white and gold chariot which we placed at one end of the row of columns. We had a horse hitched to this reminding all of the chariot races, one of Rome's favorite sports.

The pool itself presented a beautiful picture with the light of the torches reflecting in the pool and lovely flowers floating in the rippling water. At the shallow end of the pool stood two lovely white peacocks flecked with gold. They seemed to be admiring their reflections which were enhanced by a bright full moon.

Perched on top of the life guard stand, which was covered with white and purple cloth, was a golden eagle, symbol of the power of Rome. This was made by one of our employees, using paper mache, gold spray and a keen imagination.

On the side of the pool nearest the club building was a canopy which sheltered the desk of the pool superintendent. This we covered with white organdy and trimmed with royal purple. Inside the canopy was a table skirted with white organdy. A gondola carved from ice was filled with gladiolas and made a spectacular background for the hot and cold canapes. The buffet table was also canopied and skirted in white organdy with purple trim.

The menu was carried out in the tradition of the Caesars. The meats were roasted whole and carved at the table. They consisted of pig, lamb, goose, pheasant, duck and hen. A leg of roast ox was also added as well as a pyramid of fruit and a large selection of cheese and melons.

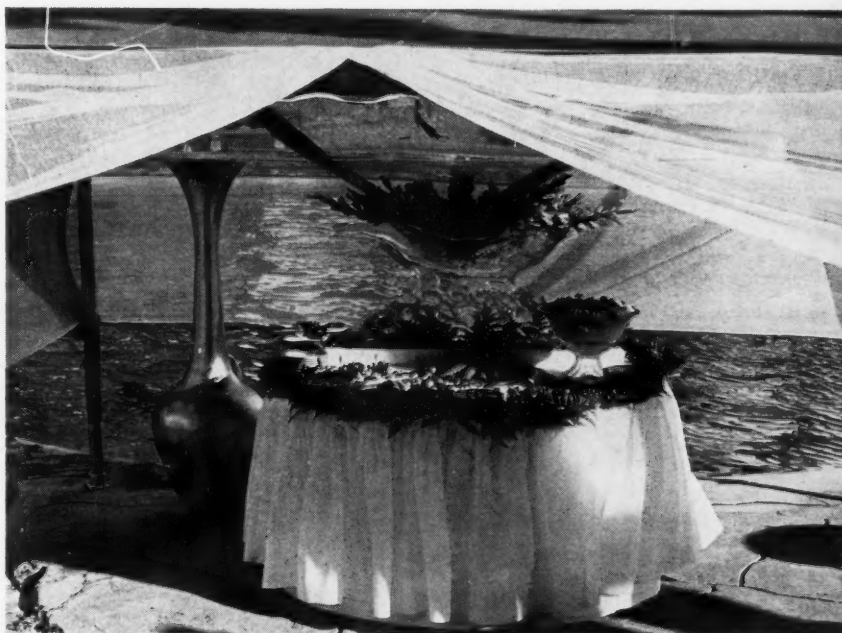
To complete the effect the waiters wore authentic togas of white and royal purple trimmed in gold ric-rac and girded with a gold cord. They also wore a wreath of olive leaves and gold sandals. The captains wore a royal purple toga trimmed with gold ric-rac and girded with a white cord. In addition they wore a crown of golden olive leaves and gold sandals.

The table decorations were simple. Hurricane lamps were used, couched in gladiolas and fern.

The members dined and danced until the closing hour of one o'clock which seemed to come all too soon. As they left they assured us that this was a party not to be forgotten. ■ ■



Mood or atmosphere is important in making a party effective. At the Wakonda Club, the poolside setting for the Roman Holiday Party was complete with columns, torches, horse and chariot and toga-clad attendants. Above, Second Chef William Mueller, Manager E. J. Ehmann and Assistant Manager Richard Warnes examine a part of the typically Roman feast served guests at the party. Below, one of the canopied tables at poolside, this one holding hot and cold canapes.





Attractive models in costume greeted guests and helped highlight the "left bank" atmosphere. Flowers were used extensively in decorating the club for the party.

Our Paris Theme Party Captivated The Membership

By William A. Buescher, Jr.
General Manager

Cloud Club
Phoenix

Our "Paris in the Spring" party, given last April, was the first "theme" party to be held by the Cloud Club since it opened its doors last December. A French motif was used from the moment the members stepped out of the elevators at the top of the Guaranty Bank Building in downtown Phoenix.

Three attractive models, attired in

costume, greeted members upon arrival. A pink, wrought iron flower cart containing corsages and boutonnieres was attended by one of the models, while the other two gave out berets and changed the men's appearance with theatrical crayon, giving them moustaches of various sizes and shapes. The women were given false eyelashes and ten-inch long cigarette holders.

A champagne fountain and a hot and cold hors d'oeuvres buffet was set up in the private dining room adjoining the cocktail lounge.

Distinguished Phoenix artists were honored at the party and each brought a number of his works which were set up in the lounge and halls to give a "left bank" effect. In addition one local artist, dressed in beret and smock, did caricatures of club members throughout the evening.

In the dining room a full course gourmet dinner, complete with correct wines, was served to the accompaniment of seven strolling violinists. Following a dessert of Le Fluer de Lis Bombe, served by waiters attired for the evening in white tie, tails and white gloves, diners moved to the dance floor.

Flowers were used profusely throughout the club and were selected in pinks and whites to enhance the decor of the club.

The turnout for this party was tremendous, and while costs were high, the \$20 per couple charge, plus the beverage income, netted us a small profit and the attendant publicity and response to later parties justified our costs. ■ ■



Princess Anne Country Club

VIRGINIA BEACH, VIRGINIA

THIS IS YOUR TICKET

TO THE FRENCH RIVIERA VIA THE S.S. PRINCESS ANNE.

The party is Black Tie, Cocktails, (BYOL), French Buffet, and Dancing at Pool Side on Saturday, June 17, 1961. Members and Out-of-Town Guests Only. Reservations limited to 225. Tables of ten or less. Embarkation 6:30 P.M.; Fare \$5.00 Round Trip, excludes gratuity.

CALL THE PURSER'S OFFICE GA 8-4141 FOR RESERVATIONS!

We Used Our Pool As Setting For Formal Riviera Party

By Roy M. Niel, Jr.
Manager

Princess Anne Country Club
Virginia Beach, Virginia

As a result of our successful "Pool-side Steak-Outs" (CLUB MANAGEMENT, July, 1961) the club's swimming pool again was chosen as the focal point for the first formal party of the summer.

It was decided that the event should be a "Riviera Party," and every attempt was made to key the party to the "Riviera" theme. Monsieur Andre, director of the Majestic Hotel in Cannes, France, graciously provided the menus and from the office of Andre Tiers of the French National Railroads came large paper posters depicting many different areas of France and particularly the Riviera.

In addition, the United States Lines were most cooperative in supplying us

with such items as simulated life rings, models of the S.S. United States, center piece flags, coasters for cocktails, place cards, cocktail napkins, a complete set of signal flags, and 1500

east-bound ticket jackets, which were printed with the date and time of embarkation of the "S.S. Princess Anne," and which were used to mail out invitations to members.

Signal flags and posters were used to decorate the pool area and surrounding fence, while guests' tables with appropriate flag center pieces surrounded the pool, itself. Assistant Manager Ed Reinhold, who acted as purser, met guests as they arrived and led them down the simulated gang plank to the edge of the pool.

There to meet them was a 12- by 8-foot pontoon float (borrowed) on which our decorating committee had fashioned a smoke stack and a S.S.

(Continued on page 46)





We Plan Our Winter Schedule In The Spring

By James H. Parker, General Manager
New York Athletic Club
New York City, N. Y.

I have found that planning our club's winter social season far in advance, and being an "early bird," means a lot in added revenue for the club and more enjoyment for its members and guests.

And since our athletic club has 9200 members with many individual tastes to satisfy, it is necessary for me to plan our winter social schedule while most folks are enjoying themselves at the beach. As a matter of fact, immediately after opening our summer club at Travers Island in the spring, the social schedule for our main clubhouse in the city is formulated and commitments for the entertainment program are made for the entire fall and winter season.

Although this may sound like a relatively simple matter, it requires a terrific amount of detail, planning and correspondence to see that the many dates are filled with appropriate entertainment to keep members of a club

of this size happy. Highlights of the season include:

On September 30 we started our regular Saturday night dancing in the main dining room. This year we again engaged Francis Walther and his orchestra who have been playing in the club for the past 11 years. This is always a gay night at the club and we average approximately 500 to 550 dinner reservations. Our dancing hours are from 7:30 p.m. to 12:30 a.m.

On October 7 the club played host to the U. S. Naval Academy Glee Club, considered one of the finest glee clubs in the country. The future admirals of the U. S. Navy presented their concert at 8:30 p.m. in the club's gymnasium with about 1200 in attendance. After the Glee Club concert, the "Midshipmen's Hop" was held in the main dining room for the Midshipmen and their dates. For this occasion we prepare a "special abbreviated menu" and we usually serve between 800 and 900

dinners between 6 and 8:30 p.m. Naturally, it would be impossible to accommodate this large group with an a la carte menu. We find an abbreviated menu, with five or six entrees works out very well. The performance by the U. S. Naval Academy Glee Club is one of the most popular nights of the season and is always appreciated by the club membership and their guests.

October 12 we featured a "Night in Venice". The dining room was gaily decorated in a Venetian scheme with the waiters wearing Basque shirts and berets with "pom-poms." On this occasion there was special entertainment and, of course, a special menu.

On October 24 there was a ladies luncheon, bridge and fashion show on the ninth floor of the club. On this occasion, we took over the lounge and the men's card rooms and converted them into a bridge show with ramps, overhead lamps, etc. The ladies luncheon

con, bridge and fashion show, with fashions by some of New York's leading designers, is usually attended by approximately 600 women.

A gay and well-planned Hallowe'en Party was held October 28 and the "spooks rode the broom that night". Dancing on this particular night was from 8 p.m. to 1 a.m. with special party favors and Hallowe'en decorations.

On October 29 we start our popular Sunday concert music by the famous Ernest Schoen and his Trio in the main dining room, from 5 to 8 p.m., with the NYAC world-famous buffet. The buffet will be served and the concert music continued every Sunday until spring.

On November 4th in the main dining room we hold the Gay Nineties Beefsteak Party. This is one of the membership's favorite parties, with checkered tablecloths, candles in wine bottles on the tables, Gay Nineties' hats, aprons, all the tender beefsteak you can eat, and all the beer you can drink. We anticipate having 600 guests.

On November 15th, we will take over the entire gymnasium, roll in a portable kitchen and serve 1000 Filet Mignon dinners at our "All Sports Dinner." This is an annual dinner at which the membership pays tribute to the athletes of the club who have won individual and national championships. We usually have from ten to fifteen national champions on the dais with the officers of the club and prominent guest speakers. During the dinner, top-notch entertainment is presented and after the dinner there are exciting four round boxing bouts. This is the biggest Stag party of the year, and the best!

On December 18 the Fordham Glee Club will present its concert in the gymnasium with 1000 to 1200 guests. This is a combination of spiritual and popular music and most appropriate for that time of the season.

On December 19, in the club gymnasium, there will be a special Christmas movie. This is followed usually by gay dinner parties in our main dining room.

December 23 will see the college prom in the main dining room, which is gaily decorated with class pennants and insignia. This party is held particularly for the boys and girls home from prep school and college, and a "rah rah" time is enjoyed by all.

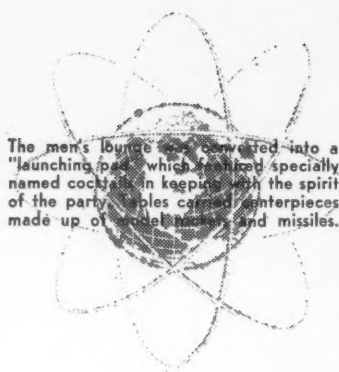
December 27 is the occasion of the club's famous children's Christmas Party, complete with Santa Claus, animal acts, clowns, movies, and all the things that go to make a child's heart beat a little faster at Christmastime. Every child is given a gift by the club and the show begins at 2 p.m. and

(Continued on page 33)



Activities are many and varied. On the facing page is a portion of the "All Sports Dinner." At top of this page, guests attending a "Wild West Beefsteak Party." The ladies are not forgotten in the winter schedule, as the photo at right shows. Last year's special luncheon, bridge and fashion show attracted about 600 women. At bottom, the West Point Glee Club, a feature of the club's winter schedule for many years.





The men's lounge was converted into a "launching pad" which featured specially named cocktails in keeping with the spirit of the party. Tables carried centerpieces made up of model rockets and missiles.



Space-Age Dinner Dance Catches Members' Enthusiasm For Coming World's Fair

When Seattle's World's Fair, the first space-age exposition, opens in Seattle on April 21, 1962, members of the Washington Athletic Club, where Kenneth Meisnest is manager, will be among the best-informed, proudest promoters, and strongest supporters of that event.

Even though all Seattleites are getting the "Fair" fever, WAC members can boast the first real party in honor of the occasion. A Space-Age Dinner Dance was held at the club—exactly one year before the opening date of the Century 21 World's Fair.

The dance required more than six weeks of correspondence, research, preparation and promotion. All the research and publicity for the dance also aided the cause of promoting Century 21—a fact that cannot be overlooked in view of our club's civic responsibilities.

Official theme of the fair is "Man in the Space Age," and more than 100 nations were invited by the United States to participate. Century 21's two "firsts"—the first high-speed commercial monorail built in the United States and the 550-foot revolving space-needle restaurant are expected to attract more

*By Margery Leonard
Assistant Manager*

*Washington Athletic Club
Seattle, Washington*

than 10,000,000 tourists during the Fair's six-month run.

In helping us stage the dance, World's Fair promotion and publicity sources were most cooperative; Seattle's major industry, Boeing Airplane Company was persuaded to lend art work of outer space studies and even Disneyland was contacted. (Dance planners thought that Disney might be interested in including monorail models—for a price.)

Special mailing pieces promoting the party were designed by one of the Northwest's leading cartoonists and sent

(Continued on page 37)



29



'Night in Munich' Party Launches Pacific Coast Club's Bierstube Room

To introduce members and guests to the new die Bierstube room of the Pacific Coast Club, located on the ocean front at Long Beach, California, the club's manager, John Nansen, held a gay "Night in Munich" buffet dinner dance.

For the party entrees from the Bavarian menu were served on two large buffet tables, and members enjoyed free beer with their dinner. Strolling musicians dressed in authentic Tyrolean costume added atmosphere to the party, with members dancing the polka until early morning.

The new die Bierstube addition to the club dining rooms is one of several important changes which the club has undergone during the past year under Manager Nansen's direction in an effort to give the club a more continental atmosphere and to offer the members a more diversified and taste-tempting menu.

In the authentically decorated room, containing scenic paintings of the Bavarian Alps, members may enjoy steins of cold beer (imported or domestic) and dine on fine Bavarian food. German-speaking waitresses dressed in specially-designed costumes serve both luncheon and dinner.

The menu for the room, which is pink, printed in red, is designed in the shape of a beer mug. Delicious soups, prepared entirely in the club kitchen, include Linsen Supe mit Wurst (lentil soup with sausage); Erbsen Suppe mit Schinken (split pea soup with ham); and Kartoffel Suppe mit Speck (potato soup with bacon.)

Specialties are Eisbein mit Sauerkohl und Erbsen Puree (pickled pig's knuckles with sauerkraut and peas puree); Sauerbraten mit Rotkohl und Kartoffel Puffer oder Kartoffel Kloesen (sauerbraten with red cabbage and potato pancakes or potato dumpling); Kassler Ribchen mit Sauerkohl und Erbsen Puree (smoked pork loin with sauerkraut and peas puree); Schweinebraten mit Rotkohl und Salz Kartoffel (roast pork with red cabbage and boiled potatoes); Knackwurst mit Amerikanischen Kartoffel Salat (knockwurst with American potato salad); Deutsche wurst mit Deutschen Kartoffel Salat (German sausage with German potato salad); and Hoppel Poppel (farmer style diced ham and eggs with German fried potatoes).

The club also has food service in the main Sunrise and Sunset dining rooms, recently redecorated in gold and white; in the Fountain Court; and a new Chateau Court where diners enjoy the outdoors in an old world atmosphere. Menus vary daily in all the club dining rooms except in die Bierstube. ■ ■



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Next time you talk to prospects, show them something *exciting*. Something they won't see everywhere. Do this and your selling job is half done!

Exciting party facilities are easier to arrange than you may think. All you need are: (1) A competent kitchen. (Surely you have that already). (2) Tables set-up to form unusual shapes and patterns. (This last is easily achieved with specially-shaped HOWE folding tables.)

Arrange HOWE crescents in an *open oval* buffet. Set them up *serpentine style*. Combine



HOWE quarter-rounds and your present oblong tables in an interesting *U-shape*. Or use HOWE half-rounds to form a *closed oval*.



Covered with snow-white linen gleaming silver, a few decorations, and your



kitchen's succulent output, any one of the dozen set-ups possible with specially-shaped HOWE folding tables forms a scene to open prospects' eyes—and their pocket books, too.

Despite their versatility, however, specially-shaped HOWE folding tables are not one bit less sturdy than other HOWE folding tables. Like HOWE oblongs with square or pedestal legs, rounds, card-utility and small tables, specially-shaped HOWE units have the same "strength where it counts" features. Here are just a few of them:

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CLUB MANAGEMENT

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Winter Planning

(Continued from page 27)

ends about 4:30 p.m. Usual attendance at this party is about 1000 children.

On December 30 we "Ring Out the Old and Ring in the New" with a gala New Year's Eve Party in the main dining room. This party is strictly formal and there is continuous music for dancing, a filet mignon dinner, gay decorations, souvenirs for the women, and a good time is had by all. This party usually attracts about 700.

January 1 is "open house" for the membership and their male guests, and is known throughout the club as Colation Day. It is on this occasion that we have the NYAC buffet from 1 to 5 p.m. and usually serve approximately 1,500 members and their guests.

Although a definite date has not been finalized, the club will play host to the West Point Glee Club sometime in January. The West Point Glee Club has been a feature here at the club for many years. We should have from 1200 to 1300 in attendance at the concert and this is followed by the "Cadet Hop" in the main dining room for the boys and their dates and the membership. We usually serve between 700 and 800 dinners prior to the concert.

On January 23 the club will have

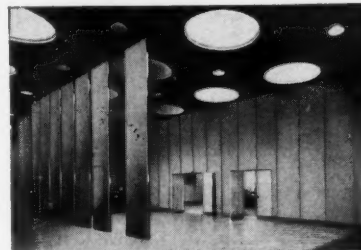
another ladies luncheon, bridge and fashion show on the ninth floor of the club. This will be the second one of the season and is well attended because there are enough days between the busy holiday season and January 23 to generate a lot of interest in a fashion show. Some 600 women are expected.

On January 27 a Wild West Beef-steak Party is planned, with the main dining room being decorated with checkered tablecloths, beer barrels, wagon wheels, guns on the walls, "Wanted" signs with names of members inserted as "convicts", a list of their crimes, all the tender beefsteak and beer desired, and fun for all to the wee hours of morning.

On February 10 in the main dining room we will hold a Valentine's Day Party—"Sweethearts on Parade" for the members and their guests, with a specially prepared menu and appropriate entertainment. This party is always attended by at least 600 people.

On March 10, St. Patrick's Day, the NYAC celebrates one of the most significant parties to its membership, and one of the gayest of the year. With a specially prepared menu, gala decorations, and wonderful entertainment, this party starts early and runs to quite late in the morning. 700 is our usual attendance, and "come rain or shine," a good time is had by all. ■ ■

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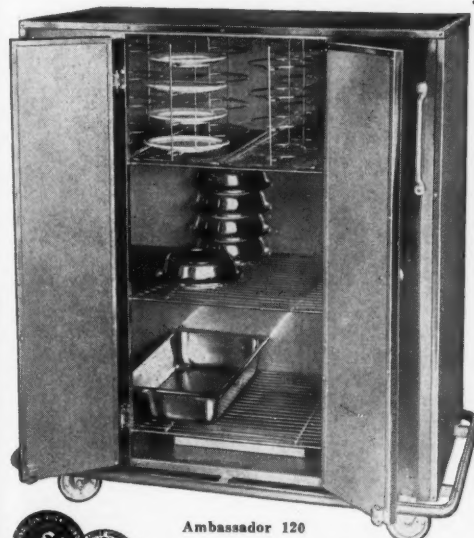


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Chevy Chase Country Club, Wheeling, Ill.
Saint Paul Athletic Club, St. Paul, Minn.



We Used 'Personal Selling' To Ensure Success Of Party

By Robert L. Brake
Manager

Country Club of Peoria

Plenty of pre-planning and a good deal of personal selling helped us to generate the enthusiasm that brought out 306 members during "vacation-time" to a club party.

In mid-July of this year, a friend of mine who is a professional booking agent called from Chicago to say that the Ralph Marterie Orchestra would be in our area and available on Friday evening, August 25, and that if we were interested he felt sure we could secure their services for a very reasonable amount.

The Country Club of Peoria had not had a large name band during the year, and, although name bands had been mentioned in connection with several parties, we had honestly made no effort to obtain one. I called my entertainment chairman, who was favorably inclined, but pointed out that

older members of the club were not familiar with Marterie and that it might be difficult to draw a crowd. He dropped the situation in my lap with this admonition, "If you can break even on the dance, go ahead."

My assistant and I sat down to analyze the situation. Here, we felt were the pitfalls:

a. The dance was on a Friday evening. Could we get a large crowd to use the club on that particular night?

d. The 25th of August in most clubs was vacation time. Would we have sufficient members in town to get the crowd out that evening?

c. For additional appeal, we felt that the dance should be held on the terrace. Would we have nice weather?

d. Did we have enough younger

members willing to help us promote the dance?

In favor of the dance, we felt we had several things going our way:

a. We had not had a good name band at the club.

b. The dance held in 1960 had been poorly attended.

c. Members had been asking if we were going to have a "name" band during the summer months.

d. Friday, August 25th, was the night of a full moon.

e. We had almost five weeks to publicize the event.

All in all, the event was a gamble, and as the entertainment chairman had said, "All you have to do is break even."

We decided, then, to give it a try.

I made several telephone calls to members, enlisting their aid in selling the dance. We all knew that we had to have a successful party. On the front page of our club bulletin, which goes out about the 20th of each month, we ran a picture of Marterie with full details of the dance.

We limited the affair to 200 couples (we did not feel we would get that many), set the price at \$12 per couple and for the first time in years did not make the event a dinner dance. We did however set up a free cocktail hour and promised members plenty of hors d'oeuvres and canapes for a two-hour period. The hors d'oeuvres would be a type that would be both appetizing and filling.

I then went to a local record shop, purchased several long-play Marterie records and began using them on our sound system during the dinner and cocktail hour. Posters were made and displayed along with the Marterie posters, at the pool, pro shop, tennis shop and in the clubhouse.

For the next five weeks, we did nothing but personally sell the dance. When in conversation with a member, the question always came up, "Are you coming to the Marterie dance?" I think this personal sell alone actually did more to bring in the crowd than anything else did. Reservations began to arrive, slowly at first, but people were thinking of the dance.

Two weeks prior the party, a special flyer was mailed to all the members, once again reminding them of the event and refreshing their memory with full details of the dance itself.

On Friday morning, August 25, we had 316 people signed for the dance. We knew we would lose a few, but felt that we would also gain a few. If we could hold just 150 couples (300 people) we were "home safely."

Here is the way the evening tallied from a financial standpoint:

(Continued on page 75)

Samsonite CHAIR BUYER'S GUIDE



New from Samsonite!

WORLD'S MOST VERSATILE AND ELEGANT STACKING CHAIR!
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Rarely—if ever—has such impressive contemporary design been combined with such durability, versatility—and economy. These chairs contribute a definite air of luxury and elegance to *any* setting—yet cost far less than similar chairs. Remarkably sturdy, they're made of electrically welded *square* tubular steel, "Bonderized" to resist rust. Furthermore, the rich Bronze baked enamel finish is chip-resistant and scratch-resistant. These fine Samsonite chairs are unusually comfortable,

too, with generous deep foam cushioning. Seat and back are upholstered in smart, colorful, easy-to-clean Samsontex vinyl. New "Wall-Saver" feature keeps back of chair from marring wall surface. Order now! In Yearling Black, Yearling Tan and Yearling White.



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Up 19 per cent—that's the advertising page
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A gain of 74 ad pages

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Space Age Party

(Continued from page 28)

out several weeks before the dance. A banner advertising the event (using pennants given to the club by the Fair's promotion department) ran the full width of the lobby. Elevator cards gave additional information and table tents, using mailing piece art work, went into the club's dining rooms and cocktail lounge. A large Century 21 World's Fair display was installed in the lobby about ten days before the event, complete with colored slides of the Fair buildings and tape recorded information.

Seattle's two daily newspapers gave the WAC party further coverage, including two- and three-column pictures of committee members working on decorations.

The regular dance committee included 22 couples for the Space-Age Party. They not only made preparations for over-all decorations but each couple put together one to six model space ships or rockets which were used as centerpieces on the 65 tables.

Enthusiasm generated by committee

Note: Clubs interested in doing a World's Fair or "Man in Space" party of their own may get information by writing to Century 21 Exposition, Seattle, Washington.

members in their search for props and decorations infiltrated the community, with startling results. The University of Washington offered to lend the club a 25-foot model of a space needle. The U. S. Army had a display of missiles which would have been available for the occasion. Boeing's space exploration models were used plus part of a display destined for one of Seattle's major department stores.

On the evening of the party, members and their guests gathered in the men's lounge, converted into a "launching pad," for a social hour which

featured "solid fuel" cocktails. The lounge was decorated with models and posters, and the bar advertised such house specialties as "neptune flip," "heavenly high-ball," "moonman's mist," "astronaut's ale" and "jupiter julep." Party-goers kept the v-shaped glass drink containers bought at a scientific supply house as souvenirs of the occasion.

At "count down," guests were put aboard "rockets" (club elevators) by a girl astronaut in Flash Gordon garb. Destination was the "Exposition Space Station," otherwise known as the third-floor banquet rooms. A false ceiling

held space mobiles and cut-out clouds, designed with hundreds of flashing lights. The committee-assembled rockers and space ships were mounted on styrofoam bases concealed by blue angel hair.

The strictly-from-earth menu included crab legs gourmet, New York-cut steak or broiled lobster (the party was on Friday so there was necessarily a fish selection for Catholic members), small roast potatoes, vegetables Parisienne, lime sherbet in champagne glasses, "space" cookies, and, of course, coffee or tea. The balance of the evening was devoted to dancing. ■ ■

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Card Parties With a Theme Build Up Attendance

*By Doris Von Behren
Secretary to the Manager
Missouri Athletic Club
St. Louis*

The addition of a new idea using themes and attendance prizes for our card parties at the Missouri Athletic Club has created an excellent increase in attendance.

The idea developed one morning about a year ago when Ervin Pickel, Jr., our club publication editor, advertising manager and publicity director remarked, "I'd like to see our card party announcements designed with more punch." He and I began to discuss what we might use as a fresh approach. After tossing around a number of ideas, we came up with the Patio Card Party theme idea.

A highlight of our card parties is the awarding of a series of attendance prizes to guests. Knowing that the attendance prize display table always is the big attraction, we decided to carry out the theme with our prize selections.

We sent out an announcement in pink and green telling members the theme of the evening's entertainment (the Patio Party was held in May). The announcement pointed out that the grand final prize of the season's card parties, a portable television set, would be awarded.

Our idea created the spark of interest we wanted from our members. We received 566 reservations. This meant we had to make an "all out" effort to support the claims of our publicity. Members had to see an entirely different prize table setting when they walked into the main dining room.

The number of prizes given is determined by the attendance. Our average is about one prize to every tenth or twelfth person present. At the Patio Party we gave 52 prizes.

Thought, imagination and leg work

go into our selection of attendance prizes. These are not solicited donations. I make this special buying job part of my work, and at times my co-worker helps me. Our buying is done in many ways.

Sometimes we study catalogs and order by telephone, or we search department stores and small specialty shops for ideas. One exclusive source of supply arranges a special evening appointment for us after store hours. Of course, we like to buy wholesale or by special discount arrangements.

We take into consideration several factors in our selections: quality, usefulness, striking color or design of an item, the type of showing it will make on the display table, the size items we need for a balanced display, and the price.

(Continued on page 61)



DON ROTH SPEAKS UP FOR RIPE OLIVES

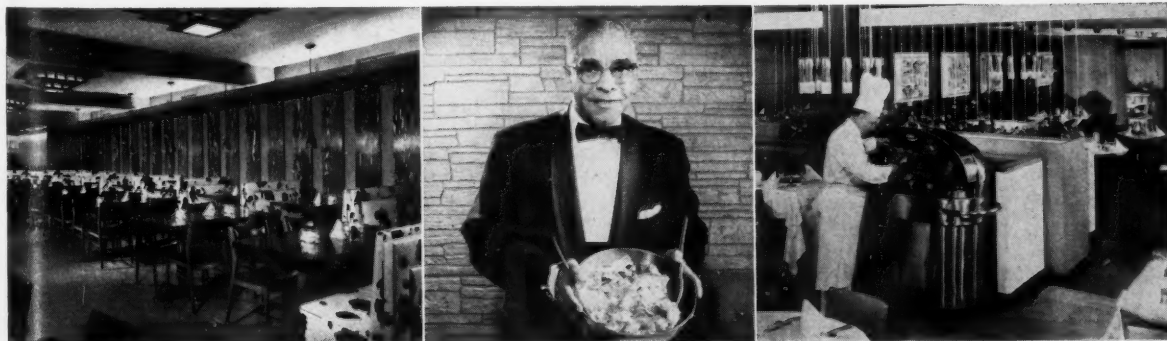
Chicago's Blackhawk Restaurant is in a class by itself. And owner Don Roth says, "Certain dishes at the Blackhawk are not considered fully dressed without a ripe olive garnish. For example, poached eggs Benedict on grilled ham and toasted English muffin, covered with a fine tart Hollandaise sauce, must be topped with sliced ripe olives to complete the taste picture.

"Nor would our popular Symphony Salad (with fresh crabmeat and gulf shrimp) be completely in tune without the relish that includes jumbo size California ripe olives.

"Ripe olives are a 'must' in Blackhawk service, and are as important to have in inventory as coffee and tea."

(Olive Advisory Board, San Francisco)

No time like now for  **RIPE OLIVES**





Seminole Mac

Competitions and Awards At 35th Annual Conference

by J. Dave Anderson, chairman
Competition Committee

Something new will be added to the competitions for club managers at the 35th annual CMAA Conference in Miami Beach. On February 27th you will have an opportunity to demonstrate your skill as a golfer during a one-day tournament to be held at one of Florida's finest golf courses. Prizes will be awarded to both the so-called "pro-golfers" as well as the "duffers." You don't have to be a good golfer to enter the tournament, just be present. You will be rewarded with a good sun tan and possibly a valuable prize.

In addition, the competitions committee would like to urge you to begin assembling your material—in the form of bulletins, invitations, posters, menus, etc.—for the CMAA publicity contest. In the past, material has been of a very high quality, but participation, by managers as a whole, has been limited. This is an opportunity to show you are proud of the publicity you send to your membership, and the committee hopes that you will make a special effort to enter.

Competitions at the conference will include material publicizing club activities and club publications. The official rules for entering are as follows:

First: "MATERIAL PUBLICIZING CLUB ACTIVITIES."

A. SUGGESTIONS FOR SUBMISSIONS:

Competition limited to material aimed at motivating membership usage of facilities and services, stimulating sales within the limits of the club, or to create a better understanding of club policies. This category will not include newspaper articles, regular club publications, photographs of parties or club facilities except as a part of original publicity material.

DO include such things as: invitations, mailing pieces, table tents, posters (or photos of posters), menus, place mats, menu covers, stationery, envelopes, etc.

B. RULES:

1. Mount material correlated and at-

tactively assembled on a white show card of matboard quality, size 22" x 28"—one event only to a card.

2. Each item must have been used between Jan. 1, 1961 to Dec. 31, 1961.
3. One card which will be used as a "cover" should contain the following information:
 - a. Name of club.
 - b. Location.
 - c. Manager's name.
 - d. Total number of members of all classifications.
 - e. Dues rate for full resident member.
 - f. Total GROSS income from all sources except initiation fees.
 - g. Actual expenses for producing and mailing publicity material in calendar year of 1961.

C. JUDGING: Three judges not engaged in management of clubs will consider the following points:

1. Artistic Merit.
2. Taste.
3. Originality.
4. Readability.
5. All facts presented.
6. Will it sell?
7. Scope of material.
8. The overall effect of all items submitted and their individuality.

Secondly, we will outline number 2, "CLUB PUBLICATIONS," and there are two classifications of entries (regardless of size and type of club).

1. Publications that do accept paid advertisements.
2. Publications that do NOT accept paid advertisements.

A. SUBMISSIONS AND RULES:

1. Four different issues from calendar year 1961.
2. All four issues bundled, with each issue wrapped or folded as it would be received by the member.
3. A fact sheet containing the following information:

- a. Name of club.
- b. Location.
- c. Manager's name.
- d. Total number of members of all classifications.
- e. Dues rate for full resident member.
- f. Total GROSS income from all sources except initiation fees.
- g. Yearly subscription fee, if any.
- h. Is subscription fee billed to member or deducted from dues?
- i. Is subscription voluntary or automatic?
- j. State NET cost of publication during 1961.

B. JUDGING:

1. Artistic merit.
2. Taste.
3. Originality.
4. Readability.
5. All facts presented.
6. Scope of material.
7. Proportion of advertising to editorial, to picture content (if applicable).

C. AWARDS:

1. MATERIAL PUBLICIZING CLUB ACTIVITIES:

- a. Sterling silver bowl 14 inches in diameter, suitably engraved (this is a traveling trophy), plus a smaller model to be retained by the winning club.
- b. \$100 expense vouchers to any CMI workshop held during 1962.

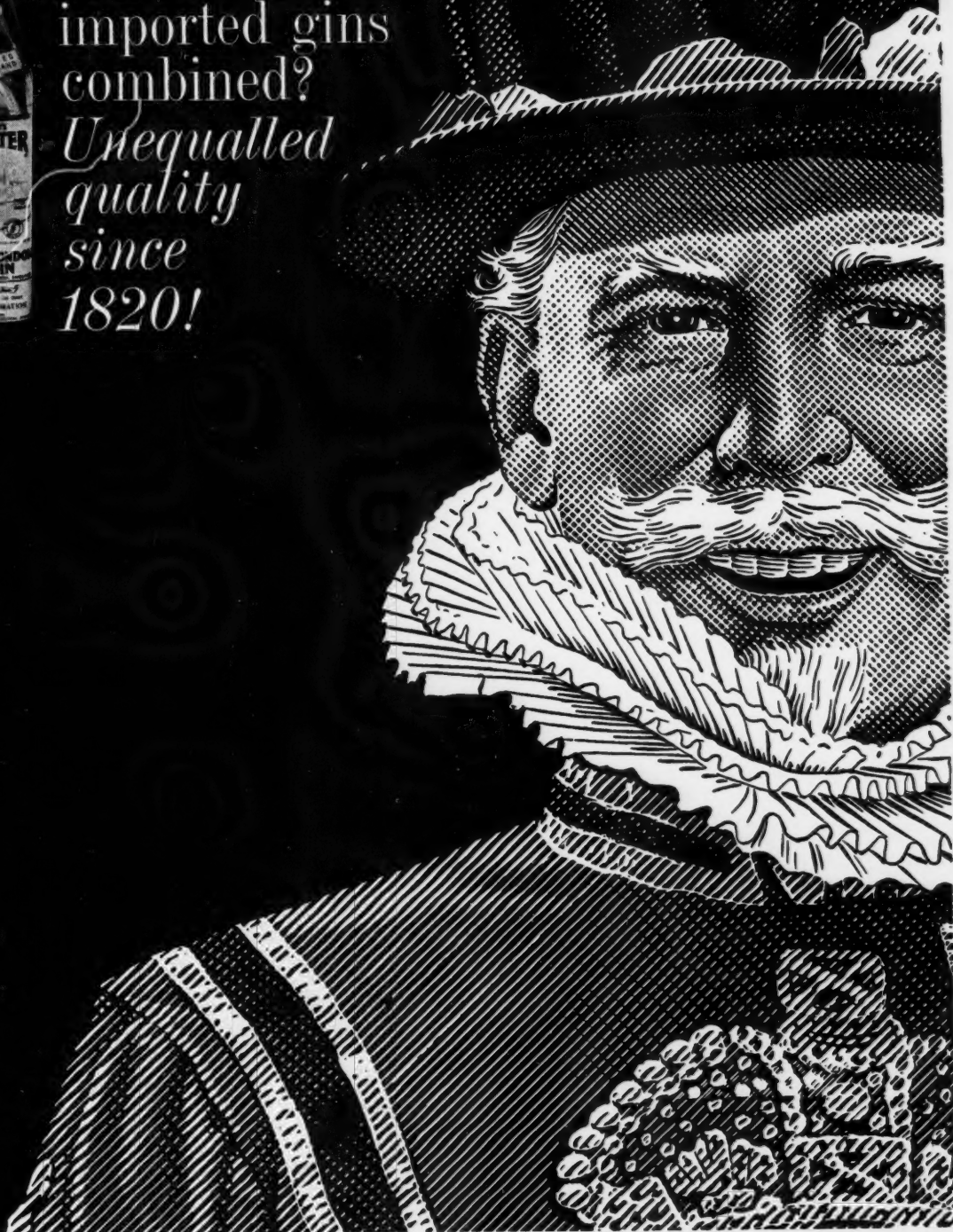
2. CLUB PUBLICATIONS:

- a. Plaque for the winner plus \$100 expense voucher for any CMI workshop in 1962.
- b. A runnerup award.

BE SURE TO MAIL BEFORE FEB. 10, 1962, TO

J. DAVE ANDERSON
Competition Chairman
Deauville Hotel
Miami Beach, Florida

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Write advertisers you saw it in CLUB MANAGEMENT: NOVEMBER, 1961

How Top Food Service Builds Business

Sparkling food service by a well-trained and efficient staff has brought a resounding success to the luxurious Dorchester Club, near Chicago, in its first year of operation . . .

How well the Dorchester is succeeding in its first year is indicated by its foods and beverages operation, under the direction of Leonard Hope and European-trained Chef Ernest Dugan. Foods and beverages, now selling at the annual rate of \$500,000 account for 60 to 70 per cent of the club's dollar volume.

The 15-person food service staff operates five rooms seating up to 1000

people. Present food and beverage service could expand to an annual volume of \$1 million without crowding existing facilities. Using December as a base month, advance food service reservations for April were 20 per cent ahead, for May 60 per cent greater, while June showed an increase of 65 per cent. The single merchandising technique employed, besides meticulous service of creatively-prepared dishes, is direct-mail to the membership.

Mr. Hope and Chef Dugan find lamb dishes of great value in providing essential menu variety. The great flexibility of lamb in menu planning allows the kitchens to offer members and guests stimulating novelties along with traditional favorites.

Following are several lamb dishes which have proven themselves at the Dorchester Club:



Left, main dining room seats 275 normally and has banquet capacity of more than 425. Below, Crown Roast of Lamb is served by Chef Ernest Dugan. Looking on is Leonard Hope, director of foods and beverages.



Navarin of Lamb Printaniere

INGREDIENTS:

| | |
|---------------------------------------|----------|
| Stewing Lamb (neck, shoulder, breast) | 5 lbs. |
| Carrots | 1½ lbs. |
| Onions | 1½ lbs. |
| Celery | 3 stalks |
| Bay Leaves | 3 leaves |
| Tomato Puree | 4 oz. |
| Butter | 4 oz. |
| Flour | 4 oz. |
| Garlic | 1 clove |
| Bouquet Garni | |
| White Stock | 1 gallon |

METHOD:

Melt butter in saucepan. Add pieces of lamb, chopped carrots, onions, celery, bay leaves. Brown nicely. Add flour and moisten with white stock. Add tomato puree, garlic and bouquet garni. Cook for 1½ hours. When cooked, transfer meat to another pan, strain sauce over the meat, then serve in timbale, adding garnish of shaped potatoes, carrots, turnips, button onions, French beans.

YIELD: 20-25 servings.

MENU PRICE: \$1.65 a la carte.

Haricot of Lamb

A variation of Navarin of Lamb Printaniere. Use same ingredients and method but substitute white Northern beans for the varied Navarin garnish. Same yield and menu price as the Navarin.

Curried Lamb Madtas

INGREDIENTS:

| | |
|---|--------------------------|
| Stewing Lamb (neck, shoulder, breast), cut in squares | 5 lbs. |
| Butter | 6 oz. |
| Onions, diced | 2 lbs. |
| Apples, diced | 2 apples |
| Fresh pineapple, diced | 1 lb. |
| Curry Powder | 4 oz. |
| Flour | 3 oz. |
| Sultana raisins | 4 oz. |
| Currants | 4 oz. |
| Coconut milk | 1 pint |
| White stock | 3 quarts (approximately) |

METHOD: Melt butter in saucepan. Add pieces of lamb and onions. Brown lightly. Add curry powder and let sweat for few minutes. Add pineapple and apples and continue to sweat for an additional few minutes. Add flour to soak up excess fat, moisten with coconut milk and white stock. Simmer until done. Add currants and sultanas five minutes before serving. Serve separately plain boiled rice, chutney, Bombay duck, diced cucumbers and grated coconut.

YIELD: 20-25 servings.

MENU PRICE: \$1.65 a la carte. ■ ■



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7 Crown is the whiskey most frequently ordered in taverns and package stores. Why? Because its supreme smoothness and taste have made it uniquely satisfying...universally accepted!

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decorations to make your party
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including 100 deluxe hats; 100
fancy noise-makers or horns; 100
large balloons; 500 F.P.
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FOOD TOPICS



by Harry Fawcett

Hawaiian Parties

Hawaiian parties may be "old hat" to many, but there are some of us, no doubt, who are comparatively unfamiliar with Hawaii, its foods and the cooking of them. Because so many club members are vacationing in "The Islands" now that they have been admitted to statehood, this month's column is devoted to Hawaiian food in case your members call upon you for a "luau."

Back in 1937 when Harry Owen, who wrote "Sweet Lei Lanai," was making his first mainland tour (his band had been featured in one of the great hotels of Hawaii for years), my club booked his orchestra and we staged what was my first Hawaiian luau.

For that menu I devised or created, if you will, a dessert which we called "Cocoanut Leilani" in honor of Harry Owen and his famous song.

Twice in the last few months we have staged Hawaiian parties at the Kansas City Club. The dessert of 24 years ago continues a favorite. It was used for both menus.

I do not pretend to be either an expert or authority on Hawaiian cuisine. Many of you can excel my menu and perhaps our preparation, too. We did stage another Hawaiian party just a few nights ago and several of those present asked for my recipes or formulas.

There is nothing so wonderful about getting such requests, but the thing about it which encouraged me to make the Islands Party the theme of this month's "Topics" was this:

Two of the women had lived in Hawaii, one for more than two years. She said she had never had any Hawaiian food there as good as this. The other, asking for the Almond fried rice recipe, had almost the same thing to say, and she added she could finish her meal—and love it—on that dish alone.

So, now for the benefit of those who may not be familiar with, but may soon be called upon to produce, an Hawaiian luau—here was our menu:

| | | |
|----------|---------------|------|
| Hala-Ai | Akaakai | Lomi |
| Teriyaki | Salami Shells | Puaa |

Shrimp Curry Hawaiian

Hang Yang Fan

Puaa Oma Barbecue
Uwala Momona Na Maia

Ka Hoohuihui Ona Lichee Ame
Ka Avocado Ame Hala

Na Niu-Leilani

Kope

When we gave this luau, summer was over and with it went the opportunity of staging an outdoor barbecue, the most common form of the luau. So we tried to produce the food you would find at a barbecue and in Hawaii, but served it inside.

The Hawaiian terms used are authentic, too, except for our Kula Kulas. These pre-party drinks are made by cutting off the tops of large pineapples. First, hollow out the bottom, saving the pineapple you remove. We had a cutter which removes the entire center. This we use: part in the first course (pineapple sticks), part in the salads, and the remainder in our ice cream which fills the cocoanuts (the dessert). There is none wasted and at my club we sell the Kula Kulas for \$1.25 each. We punch two holes through the top piece that we removed, insert gaily colored straws through the holes, put the tops back on the hollowed pineapples filled with our Kula Kula mixture and fasten them on with two colored toothpick frills.

Our formulas:

Kula Kula mixture for the pineapples:
1 ounce lemon juice, 4 ounces pineapple juice, 1 1/4 ounces rum, 1/4 ounce peach brandy. Shake well and then fill pineapples with shaved ice before adding above mixture.

Starter Plate consists of: 1 Salami Shell, thin round of salami made into cone or shell with toothpick, fill with cream cheese combined with tiny bits of pineapple.

Puaa: 2 pork triangles. Boneless pork loins baked until brown all over, cut in 1-inch triangles; marinade in thin

(Continued on page 60)

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New York

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Program Set for Club Managers Day At Hotel Show

Club Managers Day again will be an important feature of the National Hotel Exposition, November 6, at the New York Coliseum with the New York City, Metropolitan, Connecticut and New Jersey Chapters of CMAA scheduled to hold a joint meeting at 2 p.m. in the 4th floor meeting room.

Dean Robert A. Beck of the Cornell University school of hotel administration will be the guest speaker and invited guests include CMAA national officers, Ed Lyon, CMAA executive secretary and Wesley H. Clark, editor of *CLUB MANAGEMENT*. General chairman of the meeting is Philip H. Stone, manager of the Whitehall Club, New York, and CMAA regional director.

As in the past, the four chapters will have a booth (M-17) at the Hotel Show, handled this year by the New York City Chapter, where club managers from all over the country can drop in and rest.

At 6:30 p.m. club managers are invited to the Savoy Hilton Hotel, 5th Ave. at 58th St., for cocktails, dinner beginning at 8 p.m. and dancing. There is no limit on guests, but early reservations are requested. Address requests to Peter A. D'Angelo, Hampshire Country Club, Hommocks Road, Mamaroneck, New York. Tickets are \$15 per person and the cost includes gratuities.

This year's Show will display on four floors of the Coliseum a record-breaking 846 exhibits featuring the products of 652 exhibitors. Among the displays will be new and improved products in furniture, furnishings, accessories, table appointments, food service equipment, utensils and supplies. The Exposition is designed to be a veritable "catalog" where club managers can see under one roof everything required to run a club.

Of special interest to club managers will be the Kitchen Modernization Clinic, Booth No. 3250. Designed by Arthur W. Dana, F.F.E.S. (this year's CMAA conference seminar speaker), the clinic will present a series of demonstrations at stated times each day with the dual objective of illustrating how to get the most out of the kitchen

equipment purchasing dollar, and how to select and use kitchen equipment at maximum efficiency.

Equipment will be rolled on casters to the front of the seated audience where a trained demonstrator will explain the construction features of the item and conduct an actual demonstration. Heavier pieces of equipment, such as dishwashers, ovens and broilers, will be fixed in positions completely visible to the audience.

At the conclusion of a demonstration, visitors will be permitted to view each item of equipment in the clinic at close range. At that time representatives from each participating company will be on hand to answer any questions visitors may have and a brochure describing the clinic will be distributed. ■ ■

Riviera Party

(Continued from page 25)

United States banner complete with fringe.

Guests were helped from the gang plank to the float and ferried (via rope) across the pool to the "European" side where they debarked and were seated at their tables.

While guests were seated, waiters served the first course: palm canape, anchovy puff and cocktail shrimp. Then, as the diners moved under the pool-side canopy, Kurt Staerker, our steward, served a double-line buffet which included roast tenderloin of beef Bordelaise, coq au vin, chicken liver champagne with rice, fried frog legs Remoulade and assorted salads and vegetables. Following dinner, dessert and coffee were served at the tables.

At 9 p.m. guests retired to the dance floor to enjoy the music of the orchestra.

We have planned several parties around our swimming pool at the club—both formal and informal—and we've discovered that they can be most successful when full advantage of the outdoor setting is taken in planning and decorating. ■ ■

IF

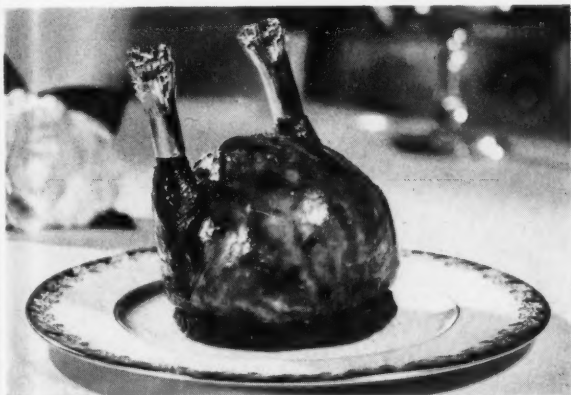
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V. Graham Wright, Pendennis Club, Louisville.

VOL. XVII

November, 1961

No. 8

Dear CMAA Members:

Public relations may be defined as the creation and maintenance of an "image." In the case of CMAA it may be further pinpointed to the creation of an "image" in the eyes of club members throughout the country. It is the responsibility of every CMAA member to aid in the betterment of the public relations of CMAA. His very actions, in the manner in which he takes care of his job, reflect the "image" of professional club management and CMAA to his club members.

We continually should remind our respective boards of directors and club members of the aims, ideals, accomplishments and workings of CMAA. The recent brochure entitled "Better Club Management through CMAA," recently distributed to all CMAA members, is an excellent means of passing on this information. Additional copies are always available from the national office.

We have much to be proud of in CMAA. Our roster now numbers more than 2000 managers of bona fide clubs. Our Club Management Institute has provided a series of educational summer workshops which afford us the opportunity to improve our knowledge of club operation. Our national office stores a wealth of information on file covering all phases of club operation for our ready reference. The annual CMAA conference and regular chapter meetings give us an opportunity to compare notes with fellow CMAA members with much profit to be gained through the exchange of ideas and experiences.

These are just a few of the many accomplishments of CMAA that we have to tell our public about. We can do this by word of mouth, local publicity, and by sending CLUB MANAGEMENT magazine to our directors. Above all, though, we can tell others of what CMAA is and stands for, by the "image" we create in our every day lives and by living up to the principles of the CMAA code of ethics.

William J. Hodges, Chairman
Public Relations Committee

200 Attend Southwest Regional

More than 200 members and guests from seven states were on hand for the Southwest Regional Conference held for the first time, this year, in Oklahoma City on September 17-18. Managers in that area, with Lynn

Markham of the Petroleum Club serving as chairman, were the conference planning committee.

Principal speakers were CMAA President John Brennan of the Country Club of Birmingham, Mich.; CMAA

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O-K Chapter members (left) held a special meeting during the Southwest Regional Conference in Oklahoma City on September 17 and 18. Center: Chairman Lynn Markham receives plaque from Max Richmond, Sheraton representative, for scheduling the first convention at the recently acquired Sheraton-Oklahoma hotel, conference headquarters. Right: Mr. Markham, left, and other conference



committee members discuss the Oklahoma City meeting. To Mr. Markham's left are Mr. and Mrs. George Reub; Larry Cherry, who handled introductions; Miss Phyllis Gorgas, secretary at Mr. Markham's Petroleum Club; Mr. and Mrs. John Atwood. Missing when this photo was snapped were Mr. and Mrs. Jerry Corsi.



"Presidents" got together at the Southwest Regional Conference. From the left: Wayne Vanderpool, O-K Chapter; Walter Clist, Texas Lone Star; John Brennan, CMAA; and "Doc" Perkins, Sunshine State.

Secretary John Outland of the Dallas Country Club; and Arch R. Maulsby, nationally known speaker whose subject was "Dare to be Different."

Mr. Maulsby urged that managers should alert themselves to the facts before jumping to conclusions. First, he stated, one should ground oneself in the fundamental laws of the earth such as love, nobility, courage and loyalty, then, when one believes in a thing, stand up and fight for it. Nothing happens without imagination, he concluded, but a person must be susceptible to what's going on.

President Brennan voiced his concern about the apparent apathy of the average CMAA member and related how letters from members received by the Washington office, in many cases, contain questions that have been previously answered in the "CMAA Advisor" CLUB MANAGEMENT and other media. "We have no association secrets," he continued, "and always try to keep all members informed." His report included the latest information about CMAA plans, procedures, etc.

Secretary Outland told the audience that in his opinion the great growth of the CMAA has been due in part to the seriousness of purpose of members and to the increase in information available to club managers through the national office. He pointed out that the club manager who takes advantage of this information increases in stature and thus the CMAA increases in stature, too.

Socially the two-day meeting was a success, also, with a special Saturday program for early arrivals, which included visits to either Twin Hill Golf and Country Club or Hillcrest Golf and Country Club, followed by cocktails and dancing at the Beacon Club. Sunday afternoon the Beacon Club was again host, and that evening a tasteful buffet dinner and dance was held at the Petroleum Club. A special floor show, "For People Only," highlighted the evening.

Monday's meeting was held at Lake View Country Club, where the women played Cinemaraces, while the men had their business meeting. Following a delicious luncheon, the meeting adjourned.

Contratulations for a well-run and complete meeting were accorded the conference planning committee of Lynn W. Markham, Petroleum Club, chairman; John Atwood, Twin Hills Golf & Country Club; Jerry Corsi, Hillcrest Golf and Country Club; Dale Reid, Beacon Club; and George Reub, Lake View Country Club. Special thanks were given to their wives for arranging the fine entertainment for the women. ■ ■



Texas Lone Star

Reported by Harvey Mann,
Secretary

Walter M. Clist, Jr., Coronado Club, Houston, was elected president of the



Walter Clist, Texas chapter president, presents Henry Barbour with a plaque commemorating the outstanding job Mr. Barbour did as chapter president during 1960-61.



Henry Barbour, center, retiring president, congratulates newly-elected president, Walter Clist, of the Texas Lone Star Chapter. Other new officers and directors include, from left, Page Curran, and Robert Shreiner, directors; Harvey Mann, vice president; Al Chivers, treasurer; and, Harold Osborne, secretary.

CLUB MANAGEMENT: NOVEMBER, 1961

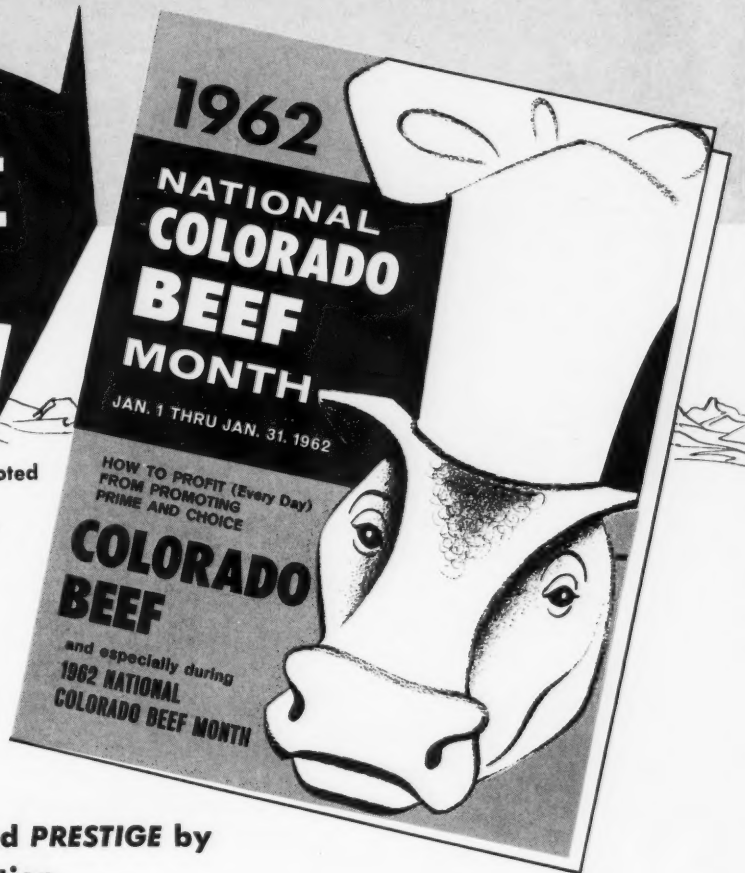
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You will build PROFIT and PRESTIGE by tying in with this promotion.

Here is a real opportunity for every club, hotel and restaurant to attract new patrons, lure old ones back, and stimulate extra business. To help you, we have prepared a kit of promotional materials which includes a whole host of ways and means to tie in with this giant national promotion.



Cash in on this exciting and tremendously profitable January promotion. Send for your 1962 National Colorado Beef Month Kit, which illustrates all of the material available to you. It's FREE for the asking, so act now...today!

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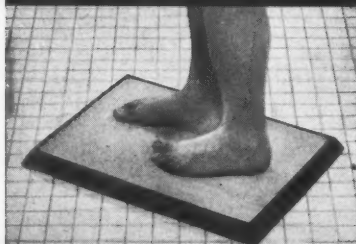
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*American Pub. Health Assoc., Oct. 15, 1954

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Texas Lone Star Chapter at a meeting held during the Southwest Regional Conference in Oklahoma City September 18. He succeeds Henry O. Barbour of the Houston Club.

Other new officers include Harvey H. Mann, Westwood Country Club, Houston, vice president; Harold S. Osborne, Columbian Club of Dallas, secretary; and Al Chivers, Jr., Briar Club, Houston, treasurer.

Directors at large are Josephine Baxley, The City Club, Dallas; Page Curran, River Crest Country Club, Fort Worth; and Robert Shreiner, Odessa Athletic Club.

Regional directors elected were Gordon High, El Paso Country Club, West; John Van Dix, Houston Country Club, South; and Victor Rimes, Oak Cliff Country Club, North.

Some 60 Texas chapter members and wives attended the regional meeting which is described elsewhere in this section.

Mid-America

Reported by J. E. Fleck, Secretary

The September meeting of the Mid-America Chapter was held on the 29th at Meadowbrook Country Club, Kansas City. This was a joint educational meeting with the Heart of America Golf Course Superintendents Association.

Host-manager and chapter president, Harvey Brown, scheduled a full

day of activity with golf at 1 p.m. for those interested, cocktails and hors d'oeuvres served from 6 to 7 p.m. followed by a delightful dinner.

After dinner the chapter was welcomed to Meadowbrook on behalf of the board of directors by Maurice Grossman, chairman of the grounds and greens committee. Howard Denny, president of the Heart of America Golf Course Superintendents Association, then introduced GCSA National President, L. C. Lambert, who reported briefly on his attendance to the GCSA meeting in Ontario. Tom Collins director of public relations for the City National Bank, Kansas City, then spoke on cooperation between organizations, stressing the importance of voluntary association for mutual benefit. A round table discussion moderated by Mr. Brown and Mr. Denny concluded the evening.

Illini

Reported by Betty Long, Secretary

Miss Betty Brewer of the Jacksonville Country Club was hostess to the Illini Chapter on September 18. Thirty-one members and guests were present. Elcancy Isaacs of the Bloomington Country Club was elected to membership in the chapter.

After a delicious Chateaubriand dinner Chapter President William Gibbons introduced John Hackett, who spoke

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Managers from Detroit mix good fellowship with Chicago area managers during a German beer party given at Butterfield Country Club by Manager Vince Crump during the two-day get-together.

on preparation and serving of fancy foods.

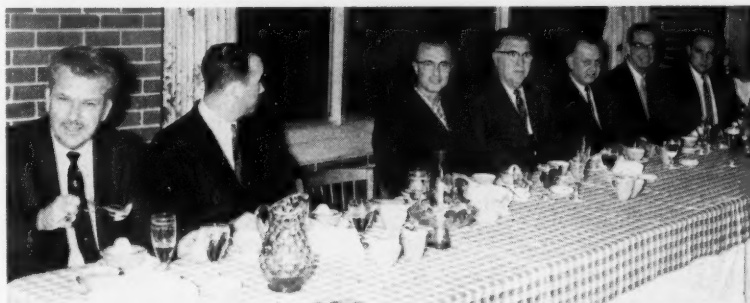
Mr. and Mrs. Howard Bassett of the Illinois Valley Yacht Club, Peoria, were to be hosts to the chapter in October.

Chicago-Detroit

Reported By Wesley H. Clark,
Editor
Club Management

Rain, rain and more rain . . . that was the principal problem when the Greater Chicago Chapter entertained members of the Detroit Club Managers Association at Butterfield Country Club on the weekend of September 24-25.

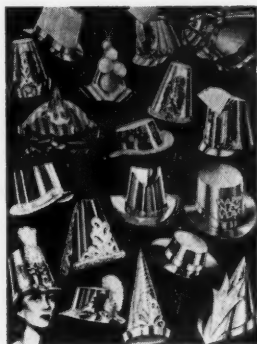
Spirits were not dampened, however, and everyone enjoyed cards, the horses at Hawthorne, sightseeing and the entertainment arranged for by Vince



Head table VIPs included, from left, Ben Waskow; Vince Crump; Everett Woxberg, CMAA director; John Brennan, CMAA president; Tony Wayne, Chicago president; William LePla, Detroit president; and Charles Haynes, Detroit arrangements chairman. The chair third from left was occupied by Wes Clark, editor, CLUB MANAGEMENT, who took this photo.

Crump, host manager, Ben Waskow of Brookwood Country Club and Stan Najdowski of the Wilmette Golf Course,

who made up the Chicago entertainment committee. Golf, usually the order of the day,



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was postponed due to wet grounds, caused not only by the weekend rain, but by one of the wettest Augusts in Chicago's history. As a result, a new award donated by Chicago, the Stirrup Cup, will be held until next year when the two chapters will meet in Detroit.

Handling arrangements for the Detroit group was Charles Haynes of the Detroit Golf Club, who supervised the 15 Detroit members who made the trip by chartered bus.

Metropolitan

*Reported by John A. McCabe,
Secretary*

The fall meeting, dinner and dance of the Metropolitan Chapter was held

September 18 at the Hampshire Country Club with Manager and Mrs. Peter D'Angelo as hosts, and more than 50 members and guests and their wives attended.

New regular members elected were William Deaton, Lawrence Beach Club, Atlantic Beach, N. Y.; Robert A. Burger, Strathmore-Vanderbilt Country



At the speakers table at the Metropolitan Chapter meeting were, from the left: John McCabe, chapter secretary; William Birner, president; Peter d'Angelo, host-manager; Fred Hollister, CMAA director and Fred Schaffenberg, sergeant-at-arms.



The Metropolitan Chapter meeting at Hampshire Country Club September 18 was well attended.

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Club, Manhasset, N. Y.; Franklin S. Reynolds, Leewood Country Club, Eastchester, N. Y.; Gino Torcellini, Silver Springs Golf Club, Ridgefield, Conn.; and Lynn McCaffery, Short Hills Country Club, Richard N. McCabe, Shattemuc Yacht Club, Ossing, N. Y.; and Daniel G. Byrne, Whippoorwill Country Club, Armonk, N. Y. were elected provisional members.

CMAA director Fred H. Hollister moderated a discussion on the CMAA survey, "What's Going On In Country Clubs."

The group thanked Host-Manager Peter D'Angelo for the excellent hors d'oeuvres, drinks dinner and music—and the members, officers and board of directors of the Hampshire Country Club for their hospitality and the generous donation of door prizes.

Connecticut

Reported by Grant Ruse, Secretary

Summer activities can be summarized as follows:

John Gaier was host-manager for the May 16 meeting at the Avon Golf Club. L. Wayne Furney, a stockbroker, outlined points to guide prospective stock buyers and told of the intricacies of the market. Winners of the golf tournament were R. C. Bush, Richard Neff and Gino Torcellini. The group enjoyed an excellent reception and dinner.

The group held its annual golf tournament and social at the Shorehaven Golf Club, East Norwalk, on June 26 with Richard Bush as host-manager. Other chapters participating included City of New York, Metropolitan and New Jersey. Morton Mestell won low gross and John Cremers won low net.

A mid-summer social outing was held at the Madison Beach Club on July 17 with golfing at nearby Madison Golf Club as well as swimming and boating. These activities were followed by refreshments, an outstanding dinner and dancing.

Central Pennsylvania

Reported by A. W. Fabey, Secretary

The September meeting was held at Blue Ridge Country Club, Harrisburg, with Mr. and Mrs. Robert Sjogren as hosts. The meeting was attended by 56 persons. Introduced by Mr. Sjogren were his club president and two members of the board and their wives.

City of New York

Reported by Philip H. Stone, Secretary

The Club Managers of the City of New York held the September 12 meeting at the New York University Club with Ralph Campbell as host.

President H. Alton Owen, Jr., re-

ported that a small group of luncheon club managers had begun to hold monthly meetings to discuss mutual problems and suggested the university club managers and managers of clubs open for business seven days a week might wish to form similar discussion groups.

A report was made on the four-chapter meeting August 25 at the Hampshire Country Club by Phil Stone, and Richard Kirwan gave a report on the four-chapter meeting held September 7 at the Cosmopolitan Club.

President Owen reported that Jim Diamond, manager of the Ridgewood Country Club, Danbury, Conn., is to

be the four chapters' candidate for a national director of CMAA.

Southern California

Reported by Jerry J. Kearns, Secretary

On September 25 the Southern California Chapter held a joint dinner meeting with the Santa Barbara Chapter at the Montecito Country Club in Santa Barbara. Roy Smith and Harry Masterson were host-managers for more than 80 members and their wives who were guests of the chapters.

Those arriving on Sunday, Sep-

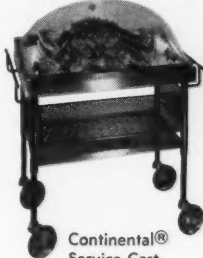
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*Equipment ideas featured in Institutions Magazine Food Service Contest 1961 First Award, Pinehurst Country Club.

tember 24, were invited to the club for cocktails and dinner and offered overnight accommodations at the Sea Captain Motel.

Following an outstanding luncheon at the club on Monday, members enjoyed such recreational activities as golf, boat trips, swimming, card playing and sightseeing. That evening everyone returned to the club for cocktails, dining and dancing.

Roy Smith and the members of the Santa Barbara Chapter went all out in effort and expense in making this annual outing with the women a tremendous success, and the Southern California Chapter thanks you.

The next meeting was to be held at the Santa Ana Country Club on the

evening of October 24 with Riley Huber as host-manager.

Philadelphia

Reported by C. J. Connor, Secretary

The regular monthly meeting of the Philadelphia Chapter was held at the Plymouth Country Club, Norristown, September 25 with Harry Hayes and Gerry Gearhart as host-managers.

The chapter's annual golf tournament was held in the afternoon, followed by a cocktail hour, hors d'oeuvres and a delicious dinner served to more than 70 members, officers and guests.

Following dinner, Golf Chairman

Harry Hayes made the presentation of awards. They included: The President's Cup for low gross to Bates McCarthy, Bethlehem Steel Club; the Directors' Cup for low net to John Pearson, Doylestown Country Club; and the Associate Members' Cup to Jim Knipe, Don White of Bethlehem Steel won the Jake Dowey Memorial Trophy for the second consecutive year.

Mr. Johnson, president of the Plymouth Country Club, was then introduced and he welcomed the group and added that he hoped the chapter would return each year.

Speaker of the evening was Professor Joseph Burnett of the Wharton School of Finance and a trustee of the J. Wood Platt Memorial Scholarship Fund who gave an inspiring talk on the project.

The next will be held at Tavistock Country Club with George Wetmore as host-manager.

National Capital

Reported by Raymond J. Kyber, Secretary

The National Capital Chapter held its monthly meeting September 18 at the Winchester Golf Club, Winchester, Va. Bob Hileman was host-manager, and we were feted with the usual Apple Valley hospitality that only Winchester can provide.

After dinner a panel of experts comprised of Bob Beck, Columbia Country Club, Paul Burley, Congressional Country Club, Charles Dyer, Metropolitan Club, and Ben Hilliard, Belle Haven Country Club, held a forum discussion on construction problems, social management, publicity and employee procedures.

All members who attended enjoyed the scenic trip through the Shenandoah Valley and the Blue Ridge Mountains, and those arriving early enjoyed a relaxing game of golf.

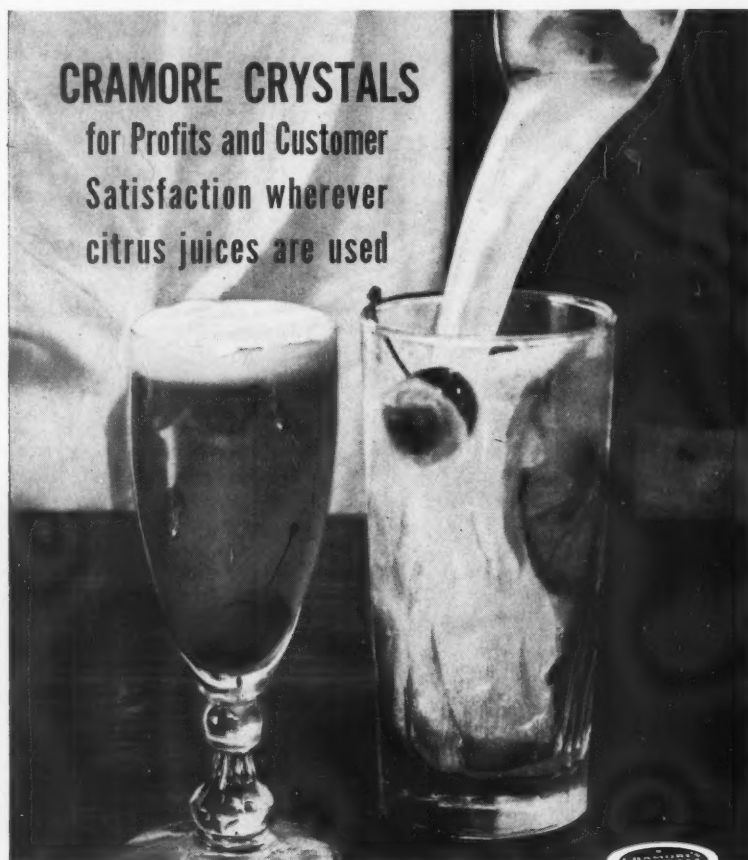
Mile High Chapter

Reported by Paul J. Rubben, Acting Secretary

The regular monthly meeting of the Mile High Chapter was held August 21 in Denver with Byron Aris, manager of the Lakewood Country Club, hosting the chapter for golf and "liquid snacks," and Mel Conway as host-manager for hors d'oeuvres and dinner at the Denver Athletic Club.

Harold Tucker, Rolling Hills Country Club, was unanimously elected secretary-treasurer of the chapter, succeeding Clayton Pruner who has left the Valley Country Club to enter institutional catering in Omaha.

Chapter President Finn Petersen, Denver Petroleum Club, appointed a nominating committee of four, including Howard Mehlman, Denver Country Club, chairman, Bud Hall, Pinehurst Country Club, Littleton, Colo., Gary Stay, 26 Club, Denver, and Mar-



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Toray, The Town Club, Denver, to consult with Dean Ralph Wilson of the University of Denver and select a candidate for the Fred Wood Scholarship.

Francis P. Martel, Yellowstone Country Club, Billings, Mont., presented his ideas on the formation of a new CMAA chapter to include Montana and Wyoming, and it was unanimously agreed that our chapter should assist in every way possible.

The chapter complimented Host-Managers Aris and Conway for their wonderful hospitality.

St. Louis District

Reported by Jack Kane, Secretary

The chapter held its September 28 meeting at Norwood Hills Country Club with Manager Paul Lampe as host. A delicious dinner followed a short meeting and social hour.

Central New York

Reported By James A. Rockety, Secretary

The monthly meeting of the Central New York Chapter was held August 28 at the Teugega Country Club, Rome, with Klaus Heuser as host-manager.

Paul McGraw, Country Club of Ithaca, was appointed chairman of the by-laws committee, and plans for the combined September-October meeting with the New York State and Albany Chapters were announced. The meeting promised to be outstanding and was to be held October 2 at the Country Club of Ithaca with Paul McGraw as host-manager and CMAA president John Brennan slated to attend.

Mr. McSorley, manager of the Higby Hills Country Club, New Hartford, New York, was present as a guest, in addition to regular members of the chapter.

Pelican State

A. J. Rubben, Secretary

The August 28 meeting of the chapter was held at the Shreveport (La.) Petroleum Club with J. W. Holloway as host.

Three managers were elected to membership. They were: Hans Buchele (provisional), Lakewood Country Club,

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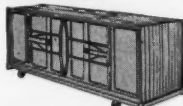
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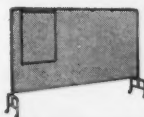
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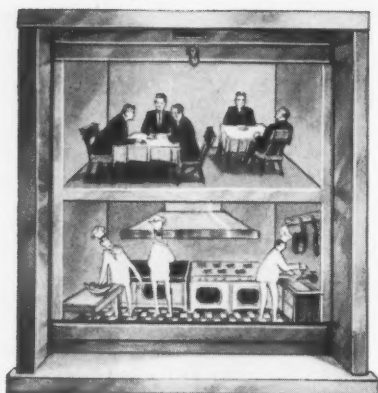
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New Orleans; W. D. Rogers, Palmetto Country Club, Shreveport; and Ernest M. Quinones, NCO Club, England Air Force Base, Alexandria, La.

A. E. Patterson was appointed as a chapter director to complete the term of Russell Yetter who resigned. Charles Brandt invited the group to hold the next meeting in Baton Rouge at a date to be determined later.

San Diego































*Reported by Ray Strickland,
President*

The San Diego Chapter held an unusual meeting August 31 when the group met at the Kona Kai Club and went to the Voyager restaurant, Shelter Island, for dinner.

After dinner the chapter went by



San Diego Chapter members are shown outside the Voyager restaurant where they had dinner August 31 before going by chartered bus to the theater. From the left: Mr. and Mrs. Tommy Atkins, Hal Serkowich, Bob Gorton, George McMasters, Miss Martha Heath, Mrs. John Grant, Mrs. MacArthur Gorton, Mr. Grant, Mrs. John Palermo, Mrs. Ray Strickland, Mr. Strickland, Mr. and Mrs. Bob Alvarado and Mr. Palermo. Kneeling in front: Mr. Gorton and Tom Colby.

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chartered bus to the Circle Arts Theater to see Margaret Whiting in "Plain and Fancy." Afterward the group returned by bus to the Kona Kai Club for refreshments and dancing.

Toledo

*Reported by Lester J. Pursell,
Secretary*

The annual summer party of the Toledo Chapter was held at the Catawba Cliffs Beach Club on August 14 with 29 active and retired members and their wives in attendance.

Assistant Manager Phil Wahl acted as host for a day that included fishing for the "early birds" followed by cocktails and an excellent roast beef dinner.

The next meeting was held September 25 at the Heatherdowns Country Club.

List Managerial Qualities At MSU Short Course

Ben Reynolds of the Cornell University School of Hotel Administration, who taught a concentrated course on financial management for club managers from 12 states and Canada at the short course held recently at Michigan State University's Kellogg Center, East Lansing, had the following comments to make about the qualities of a good manager:

"First," he said, "the manager must be a diplomat, a man of boundless tact, an unruffled personality capable of keeping the members, his myriad bosses, placated and happy.

"He must be an accomplished accountant and a sharp executive in order to keep his non-profit organization afloat in a rising sea of costs and taxes.

"Just as people demand better schools and vote down bond issues," Reynolds noted, "club members want more services and resist dues increases.

"He must be a good restaurateur, able to provide good food, beverages and service. He must be skilled in building management and housekeeping.

"And he must be a smooth coordinator," Reynolds said, "an operator with a talent for getting others to help but inconspicuous when the plaudits are passed out.

"It might even help if the candidate has some ability as a recreation director," Reynolds added, "particularly in view of the current trend toward the 'family club,' geared to the enjoyment of the whole family group."

Supports Hotel School

The Joseph Schlitz Brewing Co., Milwaukee, has continued its support of the Cornell University School of Hotel Administration with a donation of \$10,500.

Presenting check to Dr. H. B. Meek, recently retired dean of the school, is William J. Sembali, left, eastern division sales manager for Schlitz.

The annual donation is used to make individual grants of up to \$1500 known



as Schlitz Scholarships, and awarded for one year. The school was the first in the country to be established in this field.

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Food Topics

(Continued from page 44)

but very hot mustard sauce. Insert toothpick in each.

Hala-Ai: 2 pineapple spears, cut 2 to 3 inches long from centers of the pineapples used for drinks.

Lomi: 2 pieces pickled (raw) fish, either salmon or herring, cut in 1-inch squares—impale on toothpicks.

Teriyaki: 2 teriyaki bits. Cut beef steak in strips 2 to 3 inches long and 1 inch wide. Marinate for 4 to 5 hours in soy sauce, sugar, ginger, black pep-

per, crushed garlic. Starting with 2 cups of soy, this marinade is enough for six pounds of steak and serves 40 to 50. Impale on bamboo skewers and cook for just a few minutes in oven or broiler.

Akaakai: 2 green onions cut $3\frac{1}{2}$ to 4 inches completes the plate of 11 pieces and this course.

Shrimp Curry: No need for me to detail this. We serve it in a natural scallop shell on the same plate with the almond fried rice.

Hang Yang Fan:

4 cups cooked rice

$\frac{1}{4}$ cup salad oil

1 cup chopped green onions

1 cup chopped green pepper
1 clove garlic (crushed or grated)
1 teaspoon salt
 $\frac{1}{2}$ teaspoon black pepper
 $\frac{1}{4}$ cup soya sauce
1 cup blanched and shredded almonds

(These quantities are for 8)

Fry in the usual manner.

For the main course—the South Seas—which is the piece de resistance of the table, exchange medium for a wife or barter of any kind:

Young Pig—Puaa Oma: For 225 pounds pork we use boned shoulders.

Cook pork in little chicken stock until it boils. Then add: lemon juice, sherry, soy sauce, ginger, garlic, Ac-cent and black pepper, and cook for 1 hour, low heat. Skin side (of all pieces having skin) down. Turn meat and cook low heat another hour until pork shows tender. Add the glaze and return to oven for $\frac{1}{2}$ hour. (2 $\frac{1}{2}$ hours should be plenty for entire cooking).

You will need (approximately) for 225 pounds of meat:

3 gallons stock, 1 $\frac{1}{2}$ gallons soy sauce, 2 bottles sherry, 1 bottle (5th) lemon juice, 2 dozen cloves crushed garlic, 7 spoons black pepper, 10 to 12 ounces Ac-cent, 7 spoons ground ginger, 3 pounds brown sugar or equivalent in apricot jam (for glaze).

As to the glaze, the sugar or jam (whichever you use) can be mixed with some of the liquid from the pans and poured over the meat for the last 30 minutes. The sauce can be thickened with a little flour or corn starch if too thin.

I do not need to elaborate on Sweet Potato Balls—*Uwala Momona*. Just add some chopped Macadamia nuts to the mashed potato (filberts can be used in place) and cook in a little butter. We served two each.

Na Maia is just a whole fried or baked banana but be sure to put fresh lemon juice on them before cooking.

The salad course, and I'm not going to repeat the long name, is half an avocado with Lichee nuts and fresh pineapple—dressing of your choice.

Na Niu-Leilani: Have your carpenter cut cocoanuts in half.

Remove a small piece from each end so they will stand erect. Use the coconut milk to make an ice cream mousse with more of the fresh pineapple and freeze. When ready to serve, the meringue is topped in a floral pattern and browned in the oven or under broiler just as you do with any "Alaska."

The meal concludes with *Kope* or coffee and we import "Kona" from the Islands for this.

No, we did not forget Poi, but we think you should! ■ ■



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Card Parties

(Continued from page 38)

For the Patio Party we rented grass mats on which to present the prizes on the long display table. To carry out the theme with the decorations we used an umbrella table and chairs, a portable barbecue, an outdoor torch, bamboo lights and colorful plastic patio lamps.

Record-keeping is an important part of the work for the parties. I compile a history of each card party. Income, expenses, reservations and information about the dinner, publicity in our magazine *Cherry Diamond* and comments on the management of the party are recorded in a file.

Our manager, Thomas McGuffey, is a strong believer in keeping records. He says, "No matter how good a man's memory is, he can't retain exact details on a multitude of events over a period of years. If a manager has a record to consult, however, he quickly can get the facts he needs and use them as a guide in planning a current activity."

The date and time a reservation is received is recorded on a card which is posted in a record book in order of receipt. A table is assigned to each member. We type a reservation list, Thermo-Fax copies and distribute them.

We furnish tally cards, score sheets and pencils, of course. And we record the type of card game played at each party since we must provide the cards.

The attendance prizes are recorded on purchase orders. We schedule delivery for the majority of the articles on the Friday before the party, usually planned for a Tuesday. They are checked and stored. The afternoon of the party we arrange the display.

Our card parties are held to stimulate dinner business, not with the idea of making a profit on the party itself. Our goal for the parties is to keep over-all expense on a level with income, in other words, to come out even. Many members come to the club for dinner on card party night, the result we want.

Our attendance prize drawing begins about 9 p.m., conducted by the master of ceremonies. Entertainment is kept to a minimum but an mc provides a little fun for the proceedings. The first winner draws the stub of the next winner and each person after that draws another name. A member may select any prize on the table he wants. We note which prizes are selected first so that we have some indication of the most popular items. Photographs of the winners are used in the club publication.

Our Patio Party was so successful we tried a Harvest Card Party in the fall and later a Valentine Card Party. Members seem to find the idea of theme parties refreshing since attendance has increased substantially. ■ ■

Red Label Campaign

The biggest advertising and promotion campaign ever placed for Johnnie Walker Red Label Scotch Whisky has been scheduled by the wine and spirits

division of the Canada Dry Corp., U.S. importers of the brand.

The campaign will employ four basic media including trade papers, magazines, newspapers and outdoor posters. The slogan, "You'll be glad you said Johnnie Walker Red," will be used constantly in all consumer advertising.

Sales promotion at both the retail and consumer levels will back up the advertising. This will include package store display material, promotional aids for barmen and a league bowler's handbook for distribution by bowling lanes.

Johnny On The Spot



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Distinctive Simtex napery leads the list of famous name table napkins, cloths and damask from Southeastern. Ivy Leaf or Fleur-de-Lis patterns are available as well as herringbone weave or block damask. For less formal decor, Southeastern offers gaily colored momie cloths and napkins. Prompt deliveries can be made on all from Southeastern, located in the heart of the textile industry. Southeastern is Johnny on The Spot with Textiles. Write for samples and prices.

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Christmas Packaging

A real revenue booster for many clubs has been the gift shop or counter. And toward the end of the year this department takes on real significance with the coming of the gift-packaging presented by leading firms.

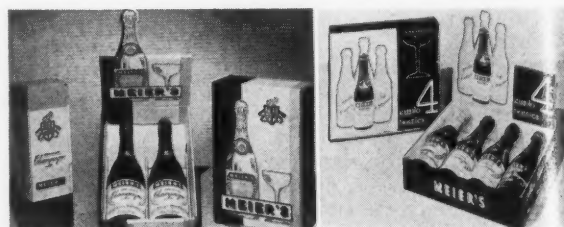
This year CLUB MANAGEMENT again presents the latest holiday packaging by a number of firms offering a variety of items for your gift department.



From Brown-Forman comes the Old Forester gift decanter (left) a slender column of glass with glittering gold vertical stripes. A gold-framed, circular label carries the brand name in white against a black background. At right is the gift wrapping for Early Times in bright fire-engine red with old-style engines.



Stitzel-Weller this year presents Old Fitzgerald in a Florentine decanter at left. It is cast in green tinted glass with the red and gold medallion actually fused into the glass. At right is the Cabin Still anniversary decanter available in selected markets with bronze and white "Chessmen" gift wrap.



Meier's Wine offers, at left, the single-bottle carton of bold pink and black color combination and the two-bottle unit for either champagne, pink champagne or sparkling burgundy. At right is the packaging for the firm's gigolos (splits), in three color combinations: pink and black, bright red and gray, and light green and dark green.



Renfield Importers presents a number of packages this season. At left is the colorful gift carton for Haig & Haig Pinch, depicting heraldic designs with a pamphlet explaining the designs inserted in each carton; center, Piper Heidsieck champagne available in 26- and 52-ounce bottles as well as packages of six splits; right, Cointreau liqueur and cordials with each of 20 flavors packaged in cut-out window cartons printed in full color.



Two items from Southern Farms are shown here. At left is a gayly packed assortment of country-style breakfast foods including one pound of Aunt Lucy sausage, a pound of hickory smoked bacon, Aunt Lucy special-recipe sausage and two pounds of Aunt Lucy yellow corn meal. At right is the Aunt Lucy ham, aged and smoked.



Prewrapped gift packages of Seagram's V.O. Canadian whiskey feature a royal blue color with inlaid metallic gold stripes. At right is the gift decanter for Seagram's 7 Crown, featuring diamond-shaped

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4 SEAT FOLDS WITHIN FRAME to double frame thickness for flat stacking—more chairs to storage area.

5 SEAT BRIDGE AND FULLY CURLED EDGE on apron of seat add over-all seat strength and safety—No sharp edges to tear clothing.

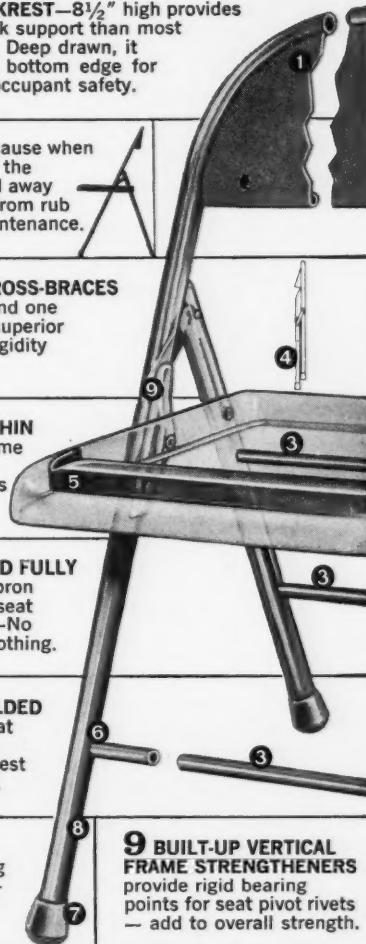
6 RESISTANCE WELDED FRAME similar to that used on automobile frames insures greatest strength and rigidity.

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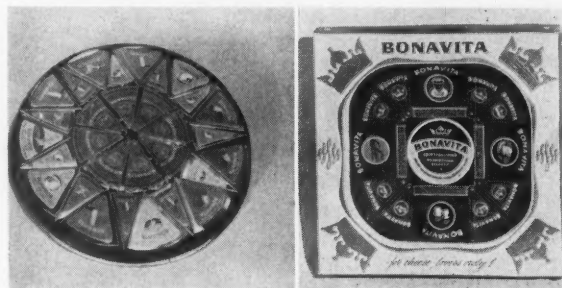
facets over the entire area and a stopper in columnar shape with a diamond-faceted surface.



The gift box from Gold Seal shown here is available on all types of champagnes in the fifth size. Also available, although not shown, is an attractive box containing four bottles of the eight-ounce splits.



From Kobrand comes Beefeater gin in a colorful carton that reproduces the bottle on the front panel. Robertson's Yellow Label Scotch is offered in a handsome yellow carton and Taittinger Comtes de Champagne, Blanc de Blancs, Brut, 1953, is presented in a strikingly-designed gift box in full color.



Two handsome cheese gift boxes are available this season from Liberty Import. The assortment is varied and most are available with ready-to-mail sleeves.

**MEIER'S
GIGOLOS**



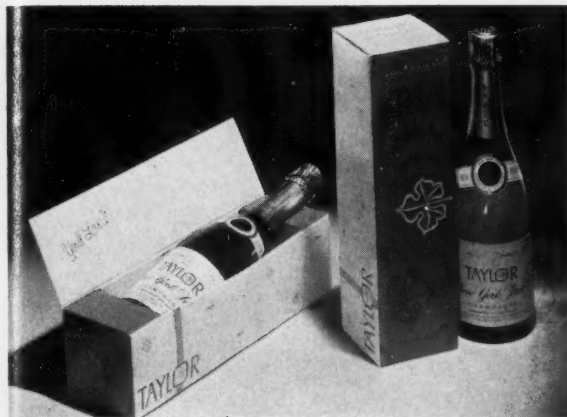
*...make Cocktails
for Two from
each Bottle!*

Each easy-to-open MEIER'S Gigolo provides just enough delicious Champagne for two large cocktails—eliminates the profit-robbing waste and handling expense involved in using fifth bottles. Available in regular Champagne, Pink Champagne, Sparkling Burgundy. Write for name of your MEIER'S distributor.

MEIER'S WINE CELLARS, INC. • Silverton, Ohio



The Old Kentucky Tavern bond decanter from Glenmore this year is a classic, flat-shaped bottle with a glass stopper. It comes in a handsome kromecote carton with a slash of red ribbon and a gold crest on the front. At right is Glenmore Silver Label, dressed up for Christmas in a multi-color designed prewrap printed on gold paper.

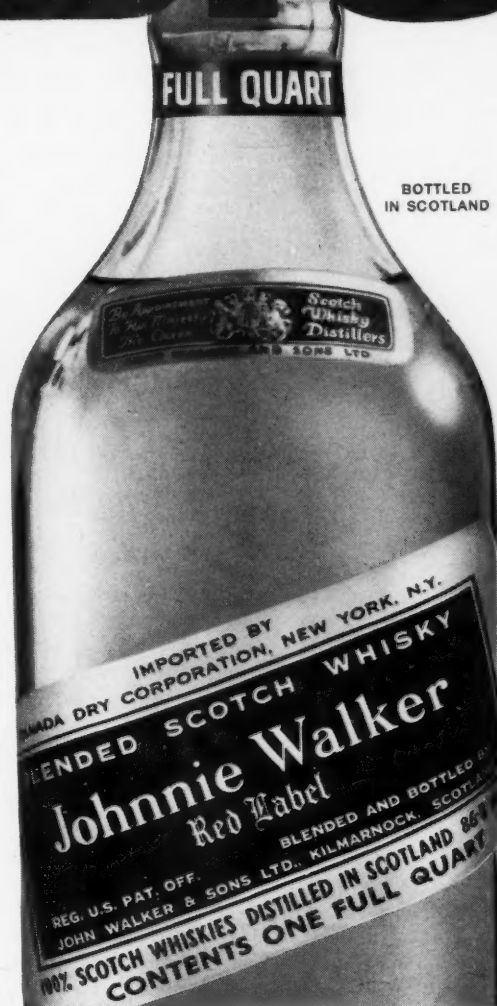


A colorful gift carton which doubles as a display piece is a holiday offering of the Taylor Wine Co. The package contains a fifth of champagne and comes ready-packed. One of the cartons may be opened and the bottle tilted in it for an attractive display on a wine table.



The liqueurs of Holland are available this season from Bols (left), featuring the ballerina bottle with a tiny dancer twirling to the tune of a music-box melody; at right is the wrapping for Usher's "Green Stripe" Scotch with a gold-foil wrap bound by a ribbon in the familiar green, black and white Tartan-pleid.

THINK BIG



Think about Johnnie Walker Red Label in quarts. Big on convenience in pouring and storing. Big on added profits, too. And never bigger in fame, with powerful promotion backing it in a big way. Better talk with your Johnnie Walker distributor about those big Red Label quarts. And do it today!



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Add these funmakers to your holiday parties, banquets, birthday and anniversary celebrations, tributes and retirement parties. But party favors are only a few of the 50,000 items sold by DON. Also consult DON for linens, silverware, glassware, china, cutlery, kitchen utensils and equipment.

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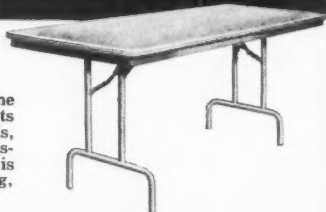
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Every bottle of Great Western's sparkling burgundy and pink champagne can be sold in the coral and gold holiday package this season, including one-bottle magnum and two-bottle gift boxes. Closed, the package reveals the label and the neck of the bottle; the box also opens at the center for display on the counter.



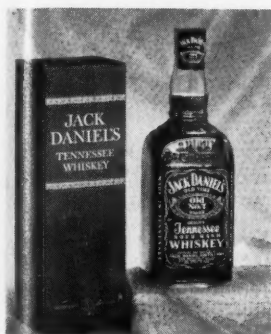
Heublein's Smirnoff vodka has a gleaming gift wrap with a removable cellophane brand name sleeve. At right is Bell's Scotch, gift-wrapped in a quality pattern. Each Scotch is wrapped in the same bell-themed paper with a different identifying holiday color: red for Bell's Reserve; blue for Bell's 12; and gold for Bell's 20.



Shown here are a number of the gift packages available from Almaden. Included is the champagne treasure chest consisting of three bottles in a leather-covered chest. Other items include the Pinot duo, the Sherry duo, the champagne entertainer, the holiday windopak, the windosix, the party trio and the Sherry trio.



For holiday giving National Biscuit Co. presents its fruit cakes packed in all-metal containers for snug protection. The containers, which also include a sturdy cardboard mailing carton, feature a golden wheat design on a white background and may be used for a variety of purposes after the contents have been consumed.



Jack Daniel's again this year has followed the characteristic simple, reserved design for its holiday packaging.



Canadian Club from Hiram Walker this year is gift wrapped in heavily embossed foil, which carries reproductions of 16 original water color vignettes. Each decanter of 8-year-old Walker's Deluxe (center) carries a richly embossed foil booklet containing popular bourbon drink recipes. At right is the gift package for the HW

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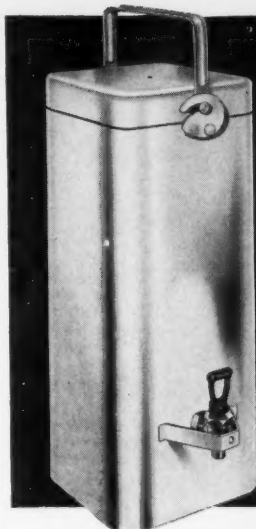
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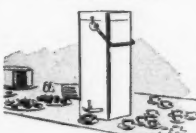
*It's more efficient
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In this new insulated beverage carrier by Polar Ware you'll find advanced, positive features that help you lower your costs. Rectangular design! — *yours only with Polar Ware* — saves valuable space in storage and transportation . . . lets you pack 'em in tight.



AND NOW CARRY TWO CONTAINERS EASIER THAN ONE

— 10 gallons instead of 5 — with the special self-locking, easy grip Polar handle . . . save time . . . save steps to the kitchen.



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Cold weather and the Holiday season provide a demand for this popular hot drink. When good fellows get together, profits flow more freely. With a Tom & Jerry set on your bar or cocktail table, there is a special incentive for more festivity.

DON offers beautiful Tom & Jerry sets. 4- or 8-qt. bowls and 5- or 7-oz. mugs of heat-proof vitrified china—in black or ivory, beautifully decorated.

This is just One of the 50,000 Items Sold by DON. DON carries a complete line of all your needs for the Holiday season and throughout the year, such as glassware, chinaware, silverware, linens, serving carts, food preparation equipment, kitchen utensils and sanitary supplies. Satisfaction Guaranteed or Your Money Back.

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cordials featuring three-dimensional "gate" designs with English, French, Italian and Swiss scenes.



A bright, new "holiday special" package is being offered this season by Miller Brewing Co. The package, which contains a dozen 12-ounce, no-deposit bottles, features a pop-up handle for carrying.



At left is Park & Tilford Reserve packaging for the holiday season featuring a gayly printed carton.

Federal Tax Calendar for Clubs

Prepared by Horwath & Horwath

November, 1961

15—Withholding tax and Federal Insurance Contributions Act tax: The sum of tax withheld from wages during October, 1961, and employee tax and employer tax under



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the Federal Insurance Contributions Act for October, 1961, if more than \$100, payable to an authorized depository. Return on Form 450.

Exempt corporations: Information return on Form 990 due from certain exempt corporations with accounting periods ended June 30, 1961.

30-Excise taxes: Tax on membership dues, initiation, transfer, and assessment fees, admissions, and other excise taxes for October, 1961, if more than \$100, payable to an authorized depository. Return on Form 537.

December, 1961

16-Withholding tax and Federal Insurance Contributions Act tax: The sum of tax withheld from wages during November, 1961, and employe tax and employer tax under the Federal Insurance Contributions Act for November, 1961, if more than \$100, payable to an authorized depository. Return on Form 450.

Exempt corporations: Information return on Form 990 due from certain exempt corporations with accounting periods ended July 31, 1961.

31-Excise taxes: Tax on membership dues, initiation, transfer, and assessment fees, admissions, and other excise taxes for November, 1961, if more than \$100, payable to an authorized depository. Return on Form 537.

BOOK REVIEW

Paul O. Heubener, director of the School of Dining Room Services, San Francisco, has traced the role of classic cuisine and service in dining room management in a new book, *The Gourmet's Host*.

Mr. Heubener, who has divided his book into two parts, first discusses the importance of the atmosphere in which one dines, the hierarchy of waiters and assistants required for the classic continental service, ways of preparing and serving classic dishes in the continental tradition, European wines and concludes this section with a glossary of terms.

This is followed by a step by step discussion, illustrated with 186 photographs in 22 sequences, demonstrating details of professional service, carving and "flaming" at the table.

Club managers whose club offers food service should find this book of general interest and a handy reference item because of its analysis of necessary dining room organization, and its outline of fundamental serving methods and procedures.

The book costs \$5.00 and is published by the Exposition Press Inc., 386 Park Ave. So., New York 16.

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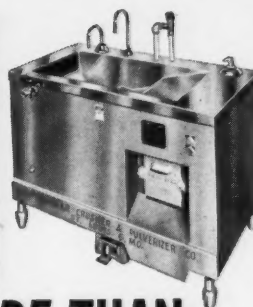
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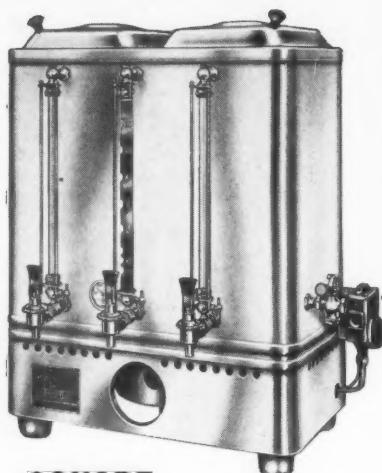
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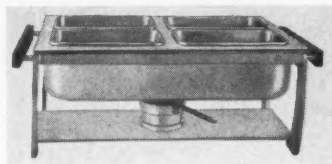
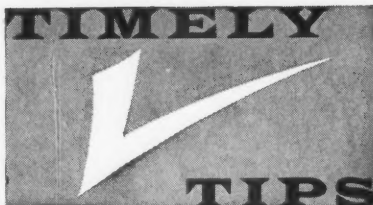


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✓A new four-compartment chafer, manufactured by Sterno, Inc., is now available.

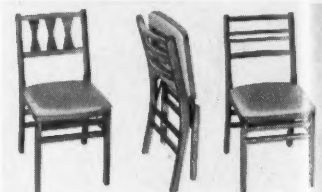
Designed for hot hors d'oeuvres, vegetables or snacks, the chafer holds three and one-half pints in each pan, and the top is removable so that the unit may be converted to one, two or three sections. Complete with a five-inch dome cover (not shown) the chafer is available in copper, lined with stainless steel, on a brass stand (model no. 675), or all stainless steel on a chrome plated stand (model no. 665-cp). Both have a single burner for large Sterno Canned Heat.

More details are available from Dept. CM, Sterno, Inc., 300 Park Ave., N. Y. 22.

✓A booklet featuring recipes entitled Sparkling Hospitality is now available from Taylor Wine.

The 32-page illustrated booklet with full color cover contains recipes for drinks, appetizers and punches. Also included are sandwich recipes and hints on wine service.

For a copy write Dept. CM, Taylor Wine Co., Hammondsport, N. Y.



✓Four new Solid Kumfort folding chairs have been introduced by Raster.

The chairs, designed to have the appearance of the finest conventional furniture, feature broader seats and restyled backs, and are available in five wood finishes and 24 upholstery

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colors. The chairs fold and stack flat for easy handling and storage.

For additional information write Dept. CM, Louis Rastetter and Sons Co., 1320 Wall St., Fort Wayne, Ind.



Palmer-Oates now offers the modern packaging of plastics, made possible by Cryovac.

Shown here is the Cryovac department where all of Palmer-Oates corned beef is packaged, permitting the meat inside the film to age without losing moisture and without molding.

Cryovac packaged meats can be stored for several weeks at 34-38 degrees, for natural aging and "tenderizing." Cryovac packaging for meats, other than P-O corned beef, must be specified when ordering from the firm.

For complete details write Dept. CM, Palmer-Oates Meat Co., 2641 W. Madison St., Chicago, Ill.

A one source supply for all holiday party and entertainment food needs is being offered by Vita Food, importer, packer and distributor of food specialties.



The Vita Food line of products consists of over 300 items, including a wide variety of smoked and pickled fish, caviar, salads and condiments.

For complete information write Dept. CM, Institutional Division, Vita Food Products, Inc., 644 Greenwich Ave., New York 14.

A Quantity Formulas book for frying, baking and salads is available from Hunt-Wesson.

The new, 28-page, illustrated book has over 120 basic formulas and variations along with "quik-tips" for extra profit, all designed to help in the preparation of distinctive food.

The book is available through Hunt-Wesson distributors or by writing Dept. CM, Hunt-Wesson, Fullerton, Calif.

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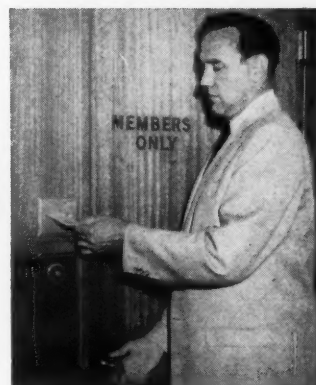
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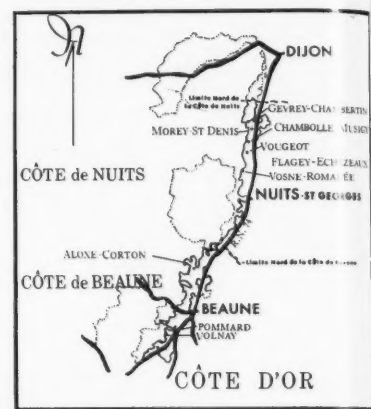


by Henry O. Barbour

The Red Wine of Burgundy

It is appropriate that we revisit the glorious province of Burgundy in November, for this month sees the culmination of the grape year along the Golden Slope of the Cote d'Or.

1. Early in the month the rapid fermentation of the must made from grapes picked in October subsides and the young wines become quiescent for the winter.
2. The great Food Fair occurs at the capital city of Dijon, also the capital of the Mustard World (which doesn't go well with wine).
3. On the third Saturday, the 18th this year, the Chevaliers du Tastevin have their largest ceremonial investiture and dinner of the year in the old Chai (above ground storehouse for wines) of the Chateau du Clos de Vougeot, the 700-year-old monastery in the midst of one of the finest vineyards of Burgundy. Here are sung the praises of the wines of Burgundy, to the accompaniment of Burgundy wine gurgling from the rotund bottles.
4. On Sunday the 19th, wine merchants from all over the world, but principally Belgium and Germany (the



best markets for Burgundy wines), wend their way 12 miles farther down the slope, to the wine auctions in the courtyard at *The Hospices de Beaune*. This hospital for the indigent sick was founded in 1443 by Nicholas Rollin, chancellor (and tax collector) of Burgundy. Louis XI remarked that it was only fitting that the man who had made so many people poor should establish a hospital to minister to them! The Hospices, which, despite the very un-

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usual uniform of the nurses, is a lay organization, has received about 150 acres of vineyards as gifts and controls 65 more in all parts of Burgundy. The money realized from the auctions is used to support the work of the Hospices. The auction, coming as it does so close to the end of the vintage, serves to set the price for Burgundy wines for that year.

5. Monday, the 20th, will find the merchants at a grand luncheon, *La Paulee* at Meursault, the capital of white Burgundy wines. These three days in mid-November are *Les Trois Glorieuses de Bourgogne*, when all the wine people of Burgundy celebrate the completion of a good year—or cry over a poor one.

In June, CLUB MANAGEMENT visited the white wine producing areas of Burgundy—in Chablis and in the Southern half of the *Cote d'Or*. The fine red wine producing areas are found around, but mostly north of Beaune in a strip about 22 miles long and at its widest no more than two miles. The finest vineyards of Pinot Noir grapes all lie to the west of *Route Nationale 74*, on the upper slopes of the range of hills that forms the western escarpment of the Saone River basin.

Nearly all the vineyards of Burgundy are small, a result of the French practice of division of the tracts between successive generations of children of the owners. As many of these vineyards trace their existence back to before the time of Charlemagne (800 A.D.), the parcels have been divided so many times that today they are frequently less than one acre (435 feet by 100 feet in size! While these small, subdivisions of Burgundy vineyards, can legally bear the same name, obviously the quality of the wines of each proprietor will vary greatly.

This is not the case in Bordeaux, where each *Premier Grand Cru* vineyard is owned in total by one family and occupies at least 100 acres. Thus, in Burgundy the reputation, resources, techniques and integrity of the *Maison de Vins* who buy the wines and ship them is all-important. They must, of necessity, frequently combine the wine



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We have had good merchandise from: Louis Latour, Frederick Wildman, Barton & Guestier, Alexis Lichine, Frank Schoonmaker, H. Sichel Fils, Maxims of Paris, Calvet & Cie, Charles Vienot, Lupe-Cholet, Chanson & Fils and, of course, Domaines de la Romanee-Conti.

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Volnay—lightest and most delicately flavored, with faint raspberry taste and aroma. **Les Caillerets. *Les Champans, Les Fremiets, Les Angles.

Pommard—fairly light, ruby in color, straightforward and *marchands*—with commercial appeal. **Les Rugiens Bas. *Les Epenottes, Les Clos Blanc.

Beaune—soft, delicate and refined, when from these good vineyards: **Les Greves, Les Feves, Les Bressandes. *Les Marconnets, Les Clos des Mouches, Les Perrieres, Les Cent-Vignes.

Aloxe-Corton—brilliant in color, needs time to mature; full odor of violets and smooth flavor. **Les Corton, Clos du Roi. *Renardes, Les Bressandes.

Nuits-Saint-Georges—firm, dark in color, full-bodied. **Les Saint Georges, Les Cailles, Les Boudots. *Les Vaucrains, Les Corvees, Les Didiers.

Vosne-Romanee—prescribed to cure the infirmities of Louis XIV as "mingling satin and velvet in a bottle," linger-

ing bouquet, rich but delicate. *****(Grand Tete de Cuvee)** La Romanee-Conti (Average annual production from its five acres: 450 cases). **Les Richebourg, La Tache, La Romanee, La Romanee Saint-Vivant. *Le Malconsorts, Les Beaumonts, La Grande Rue, Les Suchots.

Flagey-Echezeaux—soft, perfumed, yet full-bodied. Very good buys. **Les Grands-Echezeaux, Les Echezeaux. *Orveaux, Les Beaumonts.

Vougeot—"A massive, yet velvety wine, . . . deep of flavor, with scent of eglantine." **Clos Vougeot (125 acres divided among 54 owners!).

Chambolle-Musigny—glorious perfume and lasting bouquet, full bodied and spicy. **Musigny, Les Bonnes-Mares. *Les Amoureuses, Les Charmes.

Morey-Saint-Denis—delicate, well-bred, with finesse, long lasting. **Clos des Tart, Les Lambrays. *Clos de la Roche, Clos St. Denis.

***Gevrey-Chambertin**—Napoleon's favorite wine; a perfect union of body, color, bouquet and finesse. **Le Chambertin, Clos de Beze. *Laticieres-Chambertin, Charmes-Chambertin, Chapelle, St. Jacques, Ruchottes.

While not as long lasting as red Bordeaux wines, good examples of these older years are still worthy of consideration (from reputable shippers, of course): 1929, a great year; 1934, a very good year; 1937, very good; 1945, very, very good; 1947, great year, not too long lasting; 1949, great; 1952, rather a sleeper—good buys; 1953, great—now at its peak; 1955, good; 1957, good, but might as well buy '59s and wait a year or two; 1959, Perhaps the greatest. The best are not yet ready. May not be long (15 years) lived.

Club Members Favorite . . .

Aunt Lucy Year-Old Ham

Country-Cured • Smoked with Mt. Hickory



As advertised in BARRON'S
& THE WALL STREET
JOURNAL

How pleased your members will be when you bring them Aunt Lucy Aged Ham—the Maryland Ham that's known the country over for its distinctive flavor! Aunt Lucy Ham is cured by her treasured, century-old recipe . . . slow-smoked over hand-tended fires of real mountain hickory . . . then hung in Southern Farms ham sheds for a full year of unhurried mellowing.

Perfect for Parties

Baked Aunt Lucy Ham, *sliced-thin*, adds prestige, beauty and much "good taste" to buffets. So good with breast of turkey and chicken. Makes an ideal cocktail-time hors d'oeuvre.

Now Available to Clubs Direct from Southern Farms

Can be ordered uncooked or beautifully baked, ready-to-thin/slice. We recommend our six-month Ham for frying. Write for Country Foods Brochure and club-discount prices of our Hams, Turkey, Sausage, etc.

Southern Farms

FOUNDED 1929

Rt. #6,

**Walkersville
Maryland**

NAMES IN THE NEWS

T. Mackin Sexton has been re-elected president and chief executive officer by the directors of John Sexton & Co., Chicago. Also re-elected by the board were: William C. Sexton, vice president; John S. Marten, vice president; Ora D. Chidester, vice president; H. P. Gaughan, vice president; Thomas Webb Sexton, secretary; and A. H. Egan, treasurer.

John Cox has been appointed western division manager of Hiram Walker Inc., Detroit, and will have charge of marketing Hiram Walker brands in Calif., Nev., Ariz., Alaska and Hawaii. He succeeds Paul Spengler who has opened a wholesale liquor distributorship in Hawaii. Mr. Cox, who has been in the liquor industry for the past 15 years, was formerly the company's Arizona state manager.

John M. Storm has been appointed as sales representative by the Market Forge Food Service Division, Everett, Mass. Mr. Storm, whose territory will include La., Ark., Miss. and the Memphis area of Tennessee, has a background of 15 years as a sales representative.

Robert F. Knight has been appointed sales manager of the dealer sales di-

vision of Hobart Manufacturing Co., Troy, Ohio, succeeding Joseph C. Schnell who has undertaken a field sales assignment. Knight joined Hobart in 1950 as a dealer division representative, and placed first in division sales in 1954, 1955, 1956 and 1957. He was appointed assistant division sales manager in 1958.

G. B. Fox, manager of the special engineering division of Hobart Manufacturing Co., Troy, Ohio, has been awarded a presidential citation by the National Association of Sanitarians for "distinguished service and leadership." Mr. Fox, associated with Hobart for 40 years, has been connected with the public health field through his work with commercial dishwashers and food machines.

Donald Stover has been named eastern regional manager for the Danville (Illinois) Division of Bohn Aluminum & Brass Corp. He will be responsible for field management related to Danville Division products through all channels of sale in the New England and South Atlantic states (except Ga. and Fla.).

Personal Selling

(Continued from page 34)

| | |
|---------------------|-----------|
| 306 people @ \$6.00 | \$1800.00 |
| Bar Sales | 779.00 |
| Total volume | \$2579.00 |

On the debit side we had the following:

| | |
|-------------------|-----------|
| Ralph Marterie | \$1000.00 |
| Cost of Bar Sales | 272.65 |

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and his

Rippling Rhythm Orch.

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for DATES and Further Information CONTACT

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MO 4-9307



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ALMADÉN
CALIFORNIA
Brut Champagne

FREE—Quarterly News on wines and recipes.
Write Almadén Vineyards, P.O. Box 906
Los Gatos, California

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...for more Beautiful Table Settings — Use

Banquet Time

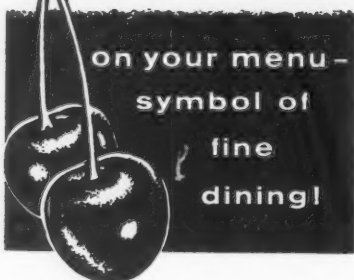
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to 10 x 18 - 36
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| | |
|--------------------------|------------------|
| Cost of | |
| Free Cocktail Hour | 144.70 |
| Cost of Canapes and | |
| hors d'oeuvres | 314.00 |
| Labor | 159.70 |
| | <u>\$1891.05</u> |
| Income over dispersement | <u>\$687.95</u> |

The above list does not include breakage or linen or a host of other very small items, but all in all the amount of income over the dispersement left no doubt that we did break even.

The weather was perfect, we had our full moon (with a total eclipse) and at 11:30 p.m. we turned out all the lights and let the moon handle the lighting.

Ralph Marterie was excellent. He played 45 minutes out of each hour, and members danced who hadn't been on the floor in years. The party in every way was a success. The members, whose aid we had enlisted in selling the dance, were justly proud of the crowd and are more than willing to back us to the limit on our next venture.

It once again points up a very significant fact: take the time to personally approach 15 or 20 of your "going" members and they will greatly help you in selling the event. ■ ■

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, JULY 2, 1946 AND JUNE 11, 1960 (74 STAT. 208) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF CLUB MANAGEMENT published monthly at St. Louis, Missouri for October 1, 1961.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher—Donald H. Clark 408 Olive Street, St. Louis 2, Mo.; Associate Publisher—James J. Wengert, 408 Olive Street, St. Louis 2, Mo.; Associate Publisher—Harold R. Colbert, 408 Olive Street, St. Louis 2, Mo.; Editor—Wesley H. Clark, 408 Olive Street, St. Louis 2, Mo.; Managing Editor—Johnson Poor, 408 Olive Street, St. Louis 2, Mo.

2. The owner is: Commerce Publishing Company, 408 Olive St., St. Louis 2, Mo.; Donald H. Clark, James J. Wengert, Harold R. Colbert, Richard C. Budlong, Wesley H. Clark, all of 408 Olive St., St. Louis 2, Mo.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: 7040.

HAROLD R. COLBERT,
Associate Publisher.

Sworn to and subscribed before me this 30th day of September, 1961.

CATHERINE M. BARRETT,
(Seal) Notary Public.
(My commission expires January 28, 1962)

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THREE VEE
Breakfast Juice
At 1c Per Oz.

Smart People Since 1941 make Tropical Taste Thrill 3V a Daily Breakfast Habit! Served at the Waldorf-Astoria & fine hotels everywhere. Dept. of Agriculture says: "Papaya contains peculiar and valuable digestive properties which make it of great value in the diet."

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A LIQUID! NO SALT FREE! SUGAR FREE! Does in 6 minutes what the heavily-salted dry types take hours to do. Goes twice as far. Makes tough meats tender and tender meats better because it seals in natural meat juices instead of drawing them out.

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CLUB MANAGER available. Also hotel and restaurant training. Desires change. Heavy experience in food and beverage including purchasing, costs, preparation and service. ADDRESS: Box 10-A, % CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

MANAGER WANTED

Managership open at 5 year old Sherwood Forest Country Club, Baton Rouge. Desire experienced young man, professionally trained, with culinary skill and business ability. Must be family man with good references. Send complete resume and photo to Lee Herzberg, Secretary, Box 950, Baton Rouge, Louisiana. Salary open.

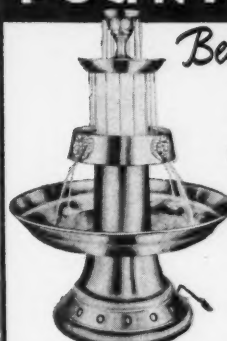
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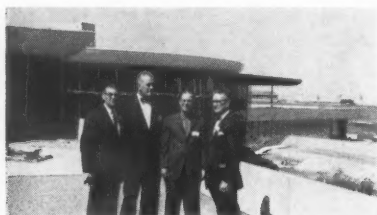
(Continued from page 18)

on kitchen expansions and interior refurbishing, purchased 61 additional acres of land at a cost of \$92,000 and built a \$35,000 cocktail lounge which was completely paid for less than 20 months from the night it was opened to the members."

Gene F. Gilmartin, manager of the Cleveland Yacht Club, writes that the C.Y.C. has introduced a "Spaghetti Night" every Tuesday. In addition to the regular menu, diners are offered all the relishes, spaghetti and meat balls, Italian salad, French bread and Spumoni they can eat—plus a beverage—for \$2.25.

Scottsdale (Ariz.) Country Club, where Judson W. Bunnell is general manager, recently re-opened its 18-hole, championship golf course after a complete revamping which began last June. While the new course was being readied, members played the courses of Century and Indian Bend Country Clubs. Work has also been completed on some minor changes being made on the clubhouse.

J. R. Akeroyd, formerly assistant manager of Milburn Country Club, Overland Park, Kan., has accepted the position of manager at Victory Hills Country Club, Kansas City, Kan.



Jerry Caldwell, right, proudly conducts a special tour of his new club, Quail Creek Country Club in Oklahoma City. Others in the picture, from left, are, Robert Knowles, Petroleum Club, Ft. Worth; Earl Hedges, Hillcrest Country Club, Bartlesville, Okla.; and Freeman Hubbard, Glen Garden Golf & Country Club, Ft. Worth, all of whom were in Oklahoma City for the September 16-17 Southwest Regional Meeting. Quail Creek is a new \$1,500,000 club being built on the outskirts of the city and opening date is scheduled for early in December.

Colonel Henry R. Dutton, Fort Worth club and hotel consultant, has been named manager of the Runaway Bay Hotel and Country Club, Jamaica, West Indies, a new 102-room luxury resort scheduled to open December 15.

Colonel Dutton has served as consultant to such institutions as the Club del Mar, Santa Monica, Calif.; Lake Whitney Club, Fort Worth; Saxony Hotel, Miami Beach; the Cornell School of Hotel Administration; and the San Francisco College Hotel School. In addition he has managed the New York Athletic Club, Nassau's British Colonial Hotel, the Casa de Manana Hotel, La Jolla, Calif., the Hollywood Roosevelt, Hollywood, Calif., the Miramar in Santa Monica, Calif. and the Flamingo Hotel, Miami Beach.

Arthur Giraudy, general manager of the Knickerbocker Country Club, Tenafly, N. J., recently gave an autograph party for the club's head-bartender, Robert J. Allen, who has written a book covering his 40-year's experience behind the bars in exclusive clubs and hotels all over the world.

Allen's book, "How You Look To Us," has just been published by Vantage Press, N. Y., and, Mr. Giraudy said, "is an excellent book of anecdotes, well worth reading."

Clem Young, the manager of the Cleveland Athletic Club, writes that the club redecorated its main dining room this summer. He reports:

"We really brightened it up. The theme is French Provincial. The walls are a light grey and white, the carpet a bright red and green floral design, the chairs in coral leather and drapes in green trimmed in gold.

"Along the inside wall we placed comfortable booths and these are proving very popular. Hand painted murals, beautifully framed pictures and crystal chandeliers complete what we believe is a beautiful dining room."

The Ocean Club, Paradise Island,

CLUB MANAGEMENT: NOVEMBER, 1961



Among those attending the short course held recently at Cornell University were: from left to right, Claude Cyr, Country Club of New Canaan, Conn.; Forest Davis, Greenwich (Conn.) Country Club, and James Diamond, Ridgewood Country Club, Danbury, Conn. All are six-year men, having attended each year that the course has been offered.

The Bahamas, has signed World Tennis Champion Pancho Gonzalez as its tennis pro for the 1962 season. It marks the first time that a world tennis champion has retired to teach at a club while still title holder. Mr. Gonzalez will stage a number of demonstrations at the club in addition to teaching on the courts. The Ocean Club will open this February with nine holes of the 18-hole golf course, designed by Dick Wilson, ready for play, and the restaurant, Cafe Martinique, featuring French cuisine, in operation.

George A. Presser, former manager of the Toledo Club, writes that he will again spend the winter in his home in St. Petersburg, Fla. Mr. Presser, who retired several years ago, will return to Toledo about June 1.

William Mathieu reports that he is now manager of the Joliet (Ill.) Elks Club, having resigned from the Bolling Restaurant in Chicago.

Mr. Mathieu formerly was manager of the Freeport (Ill.) Country Club, the Blue Island (Ill.) Elks Club and the Hannibal (Mo.) Country Club.

Robert W. Hines, manager of the Coral Ridge Country Club, Ft. Lauderdale, Fla., has resigned to accept a position as manager of the Hyatt House restaurant in Lincolnwood, Ill. Mr. Hines had been manager of Coral Ridge for the past six years.



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